To apply for NACB membership please:

1. (1) fill out the general information section.
2. (2) complete the section which corresponds to your membership type.
3. (3) complete the interest questionnaire on the back.
4. (4) make a check (or purchase order) payable to "NACB" for your membership type.
5. (5) under separate cover, we encourage station applicants to supply a program guide; faculty to supply vitae; and professionals to submit a resumé for our records.
6. (6) tape the check to this card, fold on the lines and tape (please do not staple) the card closed.
7. (7) For your convenience we have pre-paid postage, or fax this form to 401.863.2221 (include your membership payment under separate cover).

Welcome to NACB, the largest student media organization in the world!

International Rates

☐ Station	(US$100)
☐ Department	(US$100)
☐ Student	(US$30)
☐ Faculty/Staff	(US$30)
☐ Professional	(US$45)

N A C B
401.863.2225 (voice)
401.863.2221 (fax)

General Information

name (please write all responses above the line) title

department/ station

company/ school

address

city state zip

phone fax e-mail

Membership Type (check one): ☐ Station ($75) ☐ Department ($75) ☐ Student ($20) ☐ Faculty/Staff ($20) ☐ Professional ($30)

Student Applicants Only

station name

position

major minor

degree & graduation date

past internships

career goals

other affiliations

Professional/Faculty Applicants Only

Are you involved with student radio/ TV? ☐ yes ☐ no

station school

Are you a student station alum? ☐ yes ☐ no

station school

Media involvement: ☐ radio ☐ TV ☐ film

other media experience

expertise

other affiliations

Station Applicants Only

station manager/ main student contact title

phone

faculty advisor title

phone

programming contact title

phone

sales/ underwriting contact title

phone

promotions contact title

phone

technical/ engineering contact title

phone

If transmitted on local or campus cable system:

company

phone

station overview

Media: ☐ radio ☐ TV

affiliations

total enrollment of school (grad & undergrad)

how many students are on your staff?

how many of these are paid?

Annual Spending: ☐ 0-1000 ☐ 1001-5k ☐ 5k-10k ☐ 10k-20k ☐ 20k-30k ☐ 30k-50k ☐ 50k-100k ☐ 100k+

Annual Fundraising: ☐ 0-1000 ☐ 1001-5k ☐ 5k-10k ☐ 10k-20k ☐ 20k-30k ☐ 30k-50k ☐ 50k-100k ☐ 100k+

Station Management Structure:
☐ student-managed/ student-run
☐ student-managed/ staff-advised
☐ staff-managed/ student-run
☐ staff-managed/ staff-run

Transmission Type(s):
broadcast: ☐ AM ☐ FM ☐ LPTV ☐ UHF ☐ VHF
cablecast: ☐ campus carrier current
☐ campus closed circuit
☐ local cable off-campus
☐ tapes played on public access

frequency (radio) or channel (TV)

county in which station is located

number of broadcast months/year hours/day

wattage signal reach (mile radius)

total pop. of coverage area total student pop. in coverage area

actual total audience (if known) total student audience (if known)

Can your station air:
(a) paid commercials? ☐ yes ☐ no
(b) paid underwriting announcements? ☐ yes ☐ no

facilities

To which satellite dishes do you have access?
(a) Downlink: ☐ C band ☐ Ku band
(b) Uplink: ☐ C band ☐ Ku band

What capabilities/ facilities does your station have?
TV: ☐cameras ☐editing ☐studio ☐van ☐mobile multi-camera rig
Radio: ☐decks ☐editing ☐remote ☐studio

What media formats does your station use?
TV: ☐VHS ☐S-VHS ☐Hi8 ☐3/4" ☐3/4"SP ☐BetacamSP ☐1"

other

Radio: ☐cassettes ☐reels ☐DAT ☐CDs ☐records

other

programming

hours of produced programs/ week (not DJ shifts)

names of syndicated programs airing on the station

What kinds of shows does your group produce? ☐animation ☐children's ☐comedy ☐documentary ☐drama ☐educational ☐experimental ☐film review ☐game show ☐health ☐interview/ talk ☐music ☐music concert ☐music video ☐news ☐sports ☐variety

Radio Only:

music format with most airtime

Others: ☐AC ☐AOR ☐CHR ☐classical ☐country ☐christian rock ☐ethnic/ foreign ☐folk ☐gospel ☐house ☐jazz/ blues ☐metal ☐MOR ☐new age ☐oldies/ gold ☐progressive/ alternative rock ☐ska ☐reggae ☐religious ☐urban ☐world beat

other

Interest Questionnaire

How did you find out about NACB?

☐ Heard about it on a student radio station
☐ Learned about it from watching a student TV station
☐ From a NACB member radio/ TV station
☐ From *College Broadcaster* magazine
☐ From a NACB membership mailing or poster
☐ From a NACB student/ faculty member involved with NACB
☐ From a professional involved with NACB
☐ From another trade magazine

Which one? ______________________

☐ From a trade organization conference

Which one? ______________________

☐ Other: ______________________

What are your interests as a new professional, faculty or staff member of NACB?

☐ Attending NACB National or Regional conferences
☐ Exhibiting at NACB conferences
☐ Advertising in *College Broadcaster* magazine
☐ Writing for *College Broadcaster* magazine
☐ Promoting or seeking job and/or internship opportunities
☐ Joining a NACB Faculty/ Staff Advisory Board committee
☐ Serving as a judge for student award competitions

☐ Other: ______________________

What are some of your interests as a new station member of NACB?

☐ Attending NACB National or Regional conferences
☐ Writing for *College Broadcaster* magazine
☐ Seeking jobs and/or internships
☐ Organizing special promotional events with companies on your campus
☐ Corresponding with NACB international members
☐ Hosting a one-day open house for other NACB members at your station
☐ Working with NACB's Executive Board to help develop NACB's services
☐ TV: Becoming a U Network affiliate
☐ TV: Producing national student TV productions
☐ Radio: Participating in the NACB/ Interep College Radio Cooperative
☐ Radio: Getting discounted Arbitron ratings

☐ Other: ______________________

Additional Comments?

____

____

____

____

____

▼ Fold Here First, Tape Your Payment Inside ▼

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IF MAILED
IN THE
UNITED STATES

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POSTAGE WILL BE PAID BY ADDRESSEE

NACB
BROWN UNIVERSITY
BOX 1824
PROVIDENCE, RI 02912-9968

▲ Fold Here last, Seal with Tape, Please Do Not Staple ▲

▼ Carefully Seal with Tape ▼

1995 Executive Board Outreach Assignments
(approximate by region)

Dan Moldover
Region: Western
States: CO, NM, AZ, UT, NV, CA, OR, WA, MT, ID, AK, HI
Approximate Membership: 111

Holly Beretto
Region: Mid-West
States: OH, MI, WI, SD, ND
Total Membership: 74

977-9012

Patrick Barton
Region: Southeast
States: VA, WV, NC, SC, GA, FL, DE, MD, DC
Approximate Membership: 78

Josh Moleri
Region: New England (& Canada)
States: ME, NH, VT, MA, CT, RI, NJ, PQ, BC, ON
Approximate Membership: 82

Jim McCluskey
Region: Mid-South
States: IN, IL, IA, MN, NE, OK, TN
Approximate Membership: 86

Sonny Dean
Region: Mid-Atlantic
States: NY, PA
Approximate Membership: 91

Joel Willer
Region: South Central
States: KY, KS, TX, MS, IA, AR, AL, MO
LA?
Approximate Membership: 71

Upcoming Conference Dates: (for specifics talk to JoAnn)

March 25 -26	***Western Regional,*** USC, Los Angeles, CA
April 9	***Mid-Atlantic Regional,*** Ramapo College, Mahwah, NJ
April 16	***South Eastern,*** U. Tenn. , Knoxville, TN
April 23	***South Central,*** U of Oklahoma, Norman, OK
November 10-13-	***National*** (deadline for panel suggestions-April 15th)

waiting to hear on new site for
Mid-Western

Interest Questionnaire

FAX COVER SHEET

N A C B
NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A.

TO: Joel Willer KNLU - FM
Northeast Louisiana University
318-342-5665

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 2/3/95

OF PAGES TO FOLLOW 6

RE: **NACB 1995 Executive Board Meeting**

I hope things are well with you.

Just want to remind you we have an Executive Board call scheduled for Sunday February 5th at 9 PM. This is the first "business" call for the 1995 Executive Board. Please be available no later than 8:55 PM.

Attached you will find:
1. An Agenda for the Meeting Sunday
2. Minutes from the January 22 Meeting
3. An Office Report
4. A calling card Phone log
5. Dan Moldover's Board Member phone web assignments

If you have any problems attending the meeting, please call me at home (401) 831-9716.

Until Sunday or we speak again.

Mark.

NACB EXECUTIVE BOARD MEETING AGENDA

FOR MEETING OF SUNDAY FEBRUARY 5 1995, 9:00 PM EST.

NOTE: Submissions to be included on the Agenda must be at the Office no later than 4 working days before the meeting.

Key to initials used in text.
E-Board Members - **HB**: Holly Beretto, **SD**: Sonny Dean, —Female **GG**: Glenn Gūtmacher —LONG Ū (Chair), **JMc**: Jim McCluskey, **DM**: Dan Moldover, **JMo**: Josh Motroni, **JW**: Joel Willer
Staff - **MM**: Mark MacLeod (Executive Director), **JF**: JoAnn Forgit (Publications & Sales/CFO), **KC**: Kelley Cunningham (Development Direcetor), **KH**: Kristine Hendrickson (Conferences & Member Relations).

9:00 PM A. Call to Order (GG)
- i. Establishment of Chair & Secretary —DAN MOLDOVER
- ii. Briefing on meeting procedures

B. Approval of Previous Minutes (GG): Minutes from January 22, 1995

C. Approval of Agenda (GG)

9:05 PM D. Previous Business (5 minutes each)
- i. Resolution of vacant Board Seat (GG)
- ii. Vidnet Project (DM)
- iii. Alumni Newsletter (SD)
- iv. Organizational Partnerships (SD)

9:25 PM E. Reports (5 minutes each)
- i. Office Report (MM)
- ii. F/S Board Report (JM)
  \FACULTY/STAFF

9:35 PM F. New Business (5 minutes each)
- i. MCI Calling Card Use (MM)
- ii. Regional Contact Responsibilities (DM)
- iii. Transfer of Projects from Previous Board (GG)
- iii. Board Plan for 1995 (MM)

9:55 PM G. Setting of Next Meeting Date (GG)

10 PM H. Adjournment (GG)

Roll Call:

Dan Moldover, Jim McClusky, Mark McCleod, Holly Beretto, Glenn Gutmacher, Sonny Dean, Josh Matroni, Joel Willer.

A. Call to order - 9:08

1. Establishment of chair and secretary

Glen Chair, Dan Secretary

2. Breifing of meeting procedures

Minutes Approved (GG moved, DM second)

Adjenda Approved

D. Previous business

1. Resolution of vacant board seat

MM Point, next vote getter is Vince, because he mistakenly was listed as a faculty.

Roy will be asked to take the vacant seat. JM Motioned, SD second, unanimously approved.

2. Vidnet project - DM No progress yet.

3. Alumni Newsletter - Unable to contact Kim, some unanswered questions, will call on Thursday, MM: Don't wait for answers from Kim, HB: will help with the newletter

HB 314-977-3152

4. Organizational Partnerships SD:No progress, GG: This is an attempt to join forces with other organizations. MM: Ie, intercoligate Broadcasting System is interested in working more closely. Bad example, OkBEA has similar mission statement, and so lead to boycott of conference by some stations.

GGwork: 617-262-3734 Ext 314

E. Reports

1. Office report

MM: Please read office brief, ask questions

GG: Why is membership pitch so late?

MM: we are putting materials together now. ABC networks will pay $21,000 for drive of new stations and survey. Current stations are solicited as their membership expires. During March, there will be interns in the office to make these calls. March is also a good time to ask SGA's for money. Best times Sept and March. Bob will design poster.

2. Faculty/Staff board report

This board is an advisory board to the E-board. Recruting more members, pleaes refer people to this board, if interested. First meeting (1/18/95). Creating tenure commitee that will address the problem of tenure for real world work. Panel at BEA/NAB convention has been verbally accepted. Several papers written, including one on advising student media. Time of panel: 8:00am Sunday morning. Papers presented by JM and Nancy Kaplan among others. Board in state of flux write now. Old members dropping off. 5-6 new people want to get involved. Anyone can be involved, if interested, by getting on a commitee.

GG: sugests a synopsis of the F/S board for recruitment, JM will write it.

F. New Business

1. MCI calling card use

MM: New calling number reviewed. Call 950-1022 or 1-800-950-1022, number given on call 01then number dialed. If repeated calls desired, hold # for 2 seconds, then dial new number, note date, time, number called, time of call, notes why called, this is a log that came with minutes sheet. PLEASE KEEP LOG, this is important in case some other person gets a hold of the calling card number. This log should be turned in every other month. Keep fax as original, and make copies. GG: Phone theft is no joke, so be carefull. HB: sugestion, keep number on a NACB card in wallet. MM: Please keep in mind that all calls are charged to NACB, please do not use for social use!! Brown 800 number: 800-477-0644, then dial extention 2225 for calling office. Can only be used during business hours.

2. Regional contact responsibility
DM Sheet is seen, sheet with numbers will be faxed with next minutes. MM:goal is to call each station at least twice a year, once in spring, and once in fall, works out to ~30 calls per month. Calls should be made Feb - March, if possible for confernce participation. Not a representative issue, merely opinion poll issue. Sonny will take on international members. Regional conference names don't nessesarily coresponds to executive board outreach assignments
3. Transfer of projects from previous board - tabled
4. Board plan for 1995
MM: Plan should be made for what this board would like to do this year. This should be worked out so that the board ha an idea of what is expected of them and what people want to do. Staff assignments will be given in 2 meetings.

0. Setting of next meeting date
Wednesday Feb 22nd, 9pm EST Agreed
11. Adjournment
GG: Adjurned at 10:04 pm

SD: 315-268-4188

NACB EXECUTIVE BOARD OFFICE BRIEF

FOR MEETING OF SUNDAY, 5 FEBRUARY 1995, 9 PM EST.

(Note: This information is provided to members of the Board, but is to remain confidential).

A. MEMBER SERVICES

Membership. An extensive campaign for new members and renewals will be carried out over eight weeks through March and April. Board member assistance will be counted on.

Regional Conferences. The Western (Mar 17-19, LA) is shaping up well. The poster (done in Providence) looks great, Roseanne will be keynoting, and interest level seems high. The Mid-Atlantic (Mar 31-April 1, NJ) is looking for Donahue or Kathy Lee Gifford to keynote. The Southern takes place Apr 21-22 in Athens, GA. Board member call outs will reinforce regional attendence.

College Broadcaster. The Spring issue will be to members the last week of February/first week of March. The theme is Year in Review. Summer issue deadline is February 17th. Members are encouraged to offer to submit. CB will be online on eWorld this month.

MemberNewsFax. Last one went out Jan. 25. These are planned to go to members at least monthly.

OnLine Services. The listserv and gopher are operating. We Unveiled a World Wide Web site at the National, but have not found a permanent home for it yet. NACB will begin to offer CB and other information in the "Sound & Vision" area of eWorld's "College Life" feature this month.

U Network. Our first feed of the term was Wed. Feb. 3rd from 11-1PM. We are committed to offer eleven two hour weekly feeds this term through until April. We are still trying to reduce satellite costs which are currently 110% over last term. U-ffiliate total is currently 70 compared to a total of 75 in April 1994. We are in the process of defending the "U" from a user in Chicago.

B. DEVELOPMENT & EXTERNAL RELATIONS

Campaigns, Grant Programs & Special Projects. Radio Creative Fund has approved $15,000 for a PSA contest through NACB. An LA "luncheon" is in the works to take place in or around the Western Regional. A NY one is planned for Apr. We are seeking appropriate interns to put a planned direct mail campaign into motion. Skirball Foundation ($25,000) is still on hold. Paley Foundation (seeking $25,000 per year) and Milken (six figures) are in process.

Other Conferences & Events. Our current funding situation precludes attending the NFCB (Albuquerque) Feb 24-27. We may attend IBS (NY) March 3-4 to assist on panels, and in their reconsolidation if asked. Preparations for BEA/NAB (Las Vegas) April 7-13 are well underway. It is our single biggest contact event of the year. Anyone on the Board already planning to attend any of these events?

External Relationships. We have asked to be represented at the MT&R (NY) annual gala Feb 8th. IBS has expressed interest in discussing closer cooperation and/or rationalizing our two organization's operations.

Sales and Marketing Report. CB hit $10,000 sold again this issue (Spring). Mailing lists have been brisk as they always are in January. Our barter ad in the yellow pages of rock will hopefully increase the pace.

C. PERSONNEL & FINANCES

Finances. Cash reserves sit at about $15000. A/Ps are currently about $5000 above A/Rs. Major A/R is CB Spring ($10,000). Major A/P is CB Winter ($6000).

Staff. Full-time staff responsibilities have been dramatically restructured. The new organization will be presented at the next Board meeting. Interns are being added. Currently we have: Mike Kobrin (Brown)/Computers & Music, Holly Pray(RIC)/Executive Assistant, and Sheri Winser (RIC)/Production Assistant. We hope to add at least two more interns this Spring.

General News. Month one of 1995 is past. It's cold in Providence. Office staff have been skating at lunch time. February will be a great month for NACB.

Call to Order at 8:30pm January 22, 1995

Roll Call:

Dan Moldover, Jim McClusky, Josh Greene, [1]Mark McCleod, Kim Sheck, [1]Holly Beretto, Nancy Kaplan, Glenn Gutmacher, Kate Alson, Sonny Dean, [2]Joel Willer, [2]Josh Matroni.

[1] Originally in the call, but dropped out [2] Could not make it into conference call

Old Business:

When will the meetings be: Sunday nights will be acceptable.
Next meeting will be 2 Sundays from now at 9:00pm.
Elected member Patrick Barton will not be a student this year, due to unforseen circumstances, so he resigned from the E-board. Ray (Roy?) Gosevitz (SP?) from SUNY-Binghamton will take his place on the board.

GG: 94 board invited to comment on projects
GG: Detailed office report will be mailed out, briefly

JMc: Peer mentor group project - looking for professionals that will be available for advising, Jim will continue with this. Looking for site for Midwest regional, looking at a Chicago school and Northwestern in Evanston. Peers are anyone that is willing to be a reference for stations. Have interested party contact Jim for details

KA: Reminder, projects should be continued, 95ers please volunteer.

JG: Worked on Computer gopher, mostly is links at this point. Gopher has choices for links to other gophers that are related to college radio and TV stations. Address is listed in CB. There is also a home page set up, not in a stable place. Next years person should look for a place for the service. Listserv is also around. Vidnet is available Dan will take on this project.

GG: Computer communication is important

KS: Alumni Newsletter project. This would be a short sheet that would be sent out to former E-boarders that would like to stay in touch with the organization. This would be a good way to maintain contacts in the industry. Sonny will take this on.

GG: reminder, office is only a resource, not necessarily to be relied on.

NK: Faculty/Staff board now in second year. Happy with progress. Hoping to expand this with more faculty and staff. Good for continuity. Presentation at Broadcast Educators Association. - Affiliated with NAB. Accepted to the conference to do a panel presentation. Staff board deals with issues that go beyond advising stations to other faculty issues. Contact Nancy if find interest. Jim will be liaison to E-board.

KA: Please look to schools we are at for interested staff or faculty.

GG: Glenn's role is focused on operation aspects of the organization. Institutional memory for NACB. Most active role is one on one with Mark. We now have full time development person, Kelly Cunningham.

SD: Will go to office in April. Difficulty in scheduling time in office. Is looking forward to it.

DM: Had a good experience in the office.

GG: Don't be afraid to call the office

KA: Had advantage of helping out in the office with CB and U net. Had a hand in hiring Kristine Hendrickson as Association director. Her projects are: outreach in contacting the stations in regions, suggestions - member letters, E-mail, calls, get member stations' input. There are seven regions to be divided up. Also, NACB roundtables that will be small, very regionalized meetings that will be in-between regionals and the National. Dan has expressed some interest in this project. Ideally, this will be taken on to some extent in each region. Mark will include a list of regions that the people that will be responsible for those regions. Dan listed some of the regions. Outreach is important for revenue building, please make sure that most of the stations are contacts and invited to the regional conference and any roundtables that are in your area. Idea for a project: Campus exchange of ideas. Go to another school for a semester, or tours at other schools.

NK: It is important to promote the organization, organization should be promoted in a different way. 95 board should look at ideas for a marketing plan that will better reflect the organization.

GG: Big companies are looking for partners. If there can be found an organization that has similar purposes that will be able to help us out. Sonny is interested in working on this plan. She will contact Nancy. Reminder not to take on more than you can chew.

Mark and Holly left early.

NK: Adjourned at 9:24pm

N A C B

National Association of College Broadcasters

ADVISORY BOARD

GARTH ANCIER
GARTH ANCIER PROD.
E. APPLEWHAITE
WNET-TV
WALTER CRONKITE
CBS
ANNE EDWARDS
CONSULTANT
MICHAEL FUCHS
HOME BOX OFFICE
VARTAN GREGORIAN
BROWN UNIVERSITY
BOB GUCCIONE, JR
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MARC GUILD
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RALPH GUILD
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CHUCK SHERMAN
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CARY TEPPER
NACB LEGAL COUNSEL
TED TURNER
TBS
RICHARD WILEY
WILEY, REIN & FIELDING

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HOME BOX OFFICE
STEVEN KLINENBERG
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DOUGLAS LIMAN
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EXECUTIVE BOARD

GLENN GUTMACHER
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U. OF OKLAHOMA
DANIEL MOLDOVER
TOWSON STATE U.
JOSH MOTRONI
ST. JOSEPH'S COLLEGE
JOEL WILLER
NORTHEAST LOUISIANA U.

FACULTY/STAFF ADVISORY BOARD

NANCY KAPLAN
HOFSTRA UNIVERSITY
DAN PANICI
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MARK TOLSTEDT
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U NETWORK ADVISOR

PHILLIP PALOMBO
RHODE ISLAND COLLEGE

STAFF DIRECTORS

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KELLEY CUNNINGHAM
DEVELOPMENT DIRECTOR
JOANN FORGIT
PUBLICATIONS & SALES/CFO
KRISTINE HENDRICKSON
CONF. & MEMBER RELATIONS

February 15, 1995

Joel Willer
KNLU - FM
Northeast Louisiana University
123 Stubbs Halls
Monroe, L A 71209-8821

Dear Joel ,

Hear is the first of a couple of packages of information you will be receiving from the office over the next couple of weeks.

Included here are:

- Executive Board Handbook update
- NACB 1994 Five Year Plan
- Current E Board Contact Information
- Current Office Staff Contact Information
- Former E Board Contact Information
- Calling Card Phone Log
- Detail on Regional Breakdowns for Contact Responsibilities

Please read this information over as soon as you are able.

I will be faxing out an Agenda and minutes of the previous meeting when I return from a four day holiday I have planned this Friday to Monday.

Look forward to speaking with you again.

Sincerely,

Mark MacLeod, Executive Director

71 George Street Providence Rhode Island 02912-1824 USA 401.863.2225 (vox) 401.863.2221 (fax) nacb@aol.com (email)

NACB
FIVE YEAR PLAN
1994

NACB Five Year Plan • Conferences Section

Introduction
NACB conferences bring together students, faculty and media professionals and provide learning and networking opportunities in a social environment. These gatherings serve the specific needs of the student broadcaster, the faculty advisor and the student station with roundtables, seminars and panels on various student station interests, media industry issues and culturally-relevant concerns.

NACB National Conference
The National Conference of College Broadcasters is one of NACB's most visible events. Members can meet with the NACB staff, Executive Board and select Advisory Board members to talk on various subjects about NACB or the media in general.

The National Conference stands apart from other media conventions because it is specifically designed to serve the needs of NACB's membership of primarily student radio and TV stations. Seminars and panels on various topics ranging from technology to programming trends to culturally relevant media issues. New programs are added each year to allow for greater interaction among these individuals. It is important that the National Conference continue to grow and evolve to best serve our members. For example, the Fifth Annual National Conference added an additional day of roundtables on various music and TV programming genres as well as a "faculty track" and paper presentations. Future additions to the national conference will include more music showcases and a "U Track" for Network affiliates.

In addition to the seminars and panels, the membership must take an active role in the affairs of NACB at the National Conference. The annual membership meeting takes place during the conference as well as the elections for the Executive Board of NACB. It is vital that NACB affiliates become more knowledgeable about and involved in the affairs of the Association.

NACB Regional Conferences
NACB Regional Conferences are based on the principle that one can learn as much from the school next door as from the one from across the country. Smaller in scale than the National Conference, the Regional Conference allows for a regional/community interchange of ideas as well as providing stations and students with contacts in the local media.

NACB currently plans four regional conferences per year held during the spring semester. NACB staffing, quality of the station-host offerings and regional interest are currently the presiding factors in planning regional conferences. With a larger member base and increase in full-time staff, NACB regional conferences can expand beyond the current level.

Expansion of NACB Regional Conferences
State/chapter conferences should evolve from larger regional conferences. These would:
- be run by a host school in state which may rotate from year to year
- allow for interested people to attend at least one conference per year
- create involvement on a state level
- create networking opportunities between student and their peers, faculty and professionals
- create internship opportunities or awareness of positions in a state
- allow for more specific state/ regional exchange of information
- hype National as the major event of the year for students/faculty in media
- build commitment to National association
- build and strengthen individual member base
- assist in setting up exchange programs between schools in state

NACB Five Year Plan • Conference Section (Cont'd)

Structure

- National office would supply sample conference structures and be available for questions
- Host school will organize speakers, registration and other logistics
- Initial contact will be between campus representatives at each school to disseminate info
- NACB publications will list dates and contacts for regionals
- Look to groups like Women in Communications who already have state meetings to operate the conferences jointly, in order to save costs and time, or at least to draw upon their resources for our own.
- Make it clear in written materials and in explaining verbally to potential station-hosts that a fancy conference is not necessary. Bringing people together is the key. This should increase the number of schools willing to host conferences.

Development

- Build commitment of member schools to NACB by instituting campus representative system
- Increase number of regional conferences as association staffing allows
- Test state conferences in states with a large number of members where staff or E-Board can travel to supervise proceedings of day
- Increase number of state-exclusive conferences in less media-flooded states
- Test video conferences on special topics for schools that are too far away to travel (this will become easier as downlinks become more widespread and student-accessible) Tie in with existing educational uplink sites: they might run video conferences free if they can promote their services in the printed publicity materials and in the uplink itself.
- Expand to single-state conferences where feasible

Conclusion

With a growing membership base and an increasing awareness of NACB in the various media and related industries, attendance for the National Conference will steadily continue to grow. In turn, NACB Regional Conferences will also expand to cover more parts of the nation more effectively and allow for members to attend and participate in a conference as well as promote NACB among new individuals each year. By instituting a chapter system and expanding NACB's individual membership, and by tying in with existing media conferences, Regional Conferences can expand to more areas, as more schools will be willing and able to host them and NACB will be able to draw on a larger pool of local chapters and individual members to increase overall attendance.

NACB Five Year Plan • Financial/Organization Section

Introduction

This section, in part, is necessarily a summary of how we will get funding and allocate it regarding all the projects discussed in the other sections of this plan. The other part is how to handle the organizational structure to accomplish that plan.

What Is NACB?

A key initial point is defining what NACB's philosophy is: what our mission is and who we serve, both now and over the next five years. Once specified, then it will be much easier to prioritize our specific projects and goals.

Mission Statement

It has been said that in order for someone or something to change, the change must come from within. In accordance with this theory, we changed the mission statement of the NACB (bylaws section 2.2) in order to meet the needs of all the college electronic media:

> *The National Association of College Broadcasters is a corporation formed: To provide an exchange of ideas, programming and information in the student media community and among students, faculty and professionals; To facilitate growth, prestige and recognition of the student media community; To protect and lobby for the laws and regulations that affect the student media community to the extent allowed by law; To encourage and assist student stations and individuals in attaining high standards which will enhance the communities served; To provide opportunities for individuals with an interest in media and communications; To support student media endeavors and encourage unique and creative innovations in that community.*

NACB Five Year Plan • Marketing and Promotion Section (Cont'd)

Considerations

Marketing means an investment – of time, finances and staffing. A well-developed plan of action for any promotion, project or event awareness must be prepared with ample time before execution in order to gain maximum awareness of a project or event. Long-term gains must be weighed against cost and effort when preparing a marketing strategy. Support from other major companies and trades should be pursued for sponsorship of major events to help offset cost and increase awareness. Cross-promoting NACB events in NACB vehicles and trades is effective for current needs, but careful research (*pro bono*) may be needed should a major fundraising or any other drive be undertaken.

NACB Five Year Plan • Membership Section

Introduction

In less than five years, NACB's membership has grown to rival the membership of the two other long-standing associations that primarily deal with the college media audience. While current station membership stands at one-quarter of all college/school radio and television stations and continue to rise, it will undoubtedly plateau. NACB membership, however, goes beyond stations to the individuals who work at the stations – the students and faculty – as well as professionals with an interest in college media. Those individual types of membership must be more actively developed by providing services that are broader than "the station." By reaching individuals, NACB not only increases its membership base, but builds a foundation for long-term support of the organization: As these individuals move on to professional media careers, they will hopefully remember how they started–and support it for future generations. (It is well known that approximately 80% of non-profit giving is by individuals.) Other areas for developing the membership base include implementing a chapter system and researching potential international members.

Membership & Services

NACB currently offers five types of memberships: Faculty/Staff, Student, Professional, Station and Department. The first three are individual memberships, the last two are group memberships. With membership growth in all these areas, development of membership services into areas not yet realized is possible.

Current services:
Publications: *College Broadcaster* magazine, *NACB Newsletter Poster, NACB Station Handbook* manual
NACB Computer Listserv (on-line bulletin board)
NACB Conferences
Discounted radio ratings service (via Arbitron)
NACB Support Network (primarily legal and engineering advice)
National Sponsorship Cooperative (generating underwriting revenue primarily for college radio stations, via the Interep Radio Store)

Developing services:
U Network (and U/X, the Program Exchange)
NACB Station Directory
Station Sibling (near-peer support) and Adopt-a-Station (mentoring)
International Station Exchange
Intern programs/directory
Speakers' Bureau

We need to evaluate which of these member service areas are most appealing to members in order to insure they are maintained, and which of those (as well as new ones) should be developed further because they would likely yield significant growth in membership. For example, the Computer Listserv is fairly small at this time. However, use of computer networking by average college students and faculty is growing quickly. Therefore, if we established ourselves now as the source of mass-appeal information that takes advantage of this technology, such as providing late-breaking listings of media jobs in various areas, we would attract many members and, consequently, the many companies that would want to be listed there. In five years, this could be a significant member service. The NACB gopher could link itself with one of the college-oriented free internet services.

NACB Five Year Plan • Membership (Cont'd)

Membership Development

Greater awareness of NACB, its members and its services brings more members. However, telemarketing doesn't hurt: we are now testing a commission structure to interns for bringing back lapsed members and getting new ones of $1 per individual and $2 per group membership. However, this will not apply to full-time staff. In addition, the E-Board has begun call-outs to member stations. While this is seen more as a way to increase station involvement in NACB projects, it also serves as a reinforcement of the value of member benefits, and thus an incentive to renew. This is an excellent win-win-win plan that generates money for interns, for NACB and benefits stations, and should be stepped up immediately.

Some other things that have been implemented to attract new members include:

Department

- Communications departments solicited for Call for Papers will be pitched with department membership.

Faculty/Staff & Student

- Faculty who respond to the Call for Papers who don't become members receive individual member form
- Member forms will be available at conferences and membership plugged to individuals.
- A separate Faculty Advisory Board was created in early 1993. This group will deal primarily with faculty issues and faculty perspectives on issues, which are to date largely ignored by NACB, especially ones which incorporate media curriculum, student station relations, and faculty-specific topics such as tenure and paper presentations. The Faculty Board agenda is conducted and summarized by a Faculty member of NACB's Executive Board who will report to the full Executive Board.

Professional

- Professionals who have spoken at past NACB conferences should be encouraged to join.
- Professional members receive discounts on NACB mail lists and all advertising opportunities.
- Converting individual student members into professional members when the students graduate. The creation of an Alumni Newsletter is one means to foster ongoing communication, but this area remains virtually unexplored–while we lose many graduating students each year.
- A separate Professional/Alumni newsletter, featuring "who's where" types of interest columns, distributed to professional members, and reminding them of ways they can benefit from NACB, has been proposed.

International

International Membership raises exciting possibilities for potential membership growth and development of new services. To gain members in foreign countries would require research through college directories, broadcasting associations, existing "sister school" programs with U.S. colleges, by word of mouth and through other means. With an increase in members from other nations, new member services could be developed internationally for the benefit of domestic and foreign members alike, such as: programming exchanges; co-productions between U.S. and foreign schools; summer internships abroad; summer programs including packaging video projects for NACB; and hosting foreign students and introducing them to media in the U. S. NACB could include an international column in its publications about the progress of any of these developments.

While NACB currently boasts some international members, the number of inquiries from stations and students in other countries shows the necessity for a trade organization such as NACB in those countries to answer student questions. Already NACB has assisted the French and Canadian equivalents of NACB for college radio, as well as individual stations in Denmark, Czechoslovakia, Taiwan and elsewhere. There may be benefits in forming an International Association of Student Television and Radio (IASTAR). This group would assist in developing country-specific trade organizations, using NACB as a model, to answer country-specific legal issues, etc. In five years, these individual associations could meet at an international conference to discuss a variety of issues. IASTAR would be the organizer of such international conferences and act as the conduit for information from one group to another.

Other Media

Even in NACB's largest traditional membership area, Station and Department , there are territories yet unexplored. There is still no trade association for telecourse channels at schools, often under the FCC-defined category of Instructional Television Fixed Service (ITFS) or else a closed-circuit system falling under "Audio-Visual (A/V)" or "Satellite Services" departments. The AETC conference is the big annual event for educational satellite people, and someone should attend to see if an association exists yet, or at least do a joint marketing effort with their convention to promote NACB membership. In addition, radio and cable TV stations at high schools are many but under-represented by existing associations. Virtually every town's high school is given an access channel or part-time on one as a goodwill gesture by local cable systems seeking to maintain their

NACB Five Year Plan • Membership (Cont'd)

franchises. These are large and fast-growing niches of the media industry could easily be incorporated under Station or Department membership.

In addition, by keeping up on non-traditional media (i.e., beyond broadcast/cable TV and radio), NACB can become the main source of career information to students and recent graduates, which would be a strong incentive to recruit individual members.

Article 16 allows for the creation of Chapters. Articles 16.6 (which allows for financial support to chapters in specific amounts), 16.7 ("Chapters must maintain at least three Station Memberships.") and 16.8 (suggested structure and designated officer positions in said Chapter) will need revision should the following proposal take effect:

- Chapter definition: A chapter shall include all station, department, individual and faculty members on a individual campus. Individual members on a campus without a chapter will be assigned to the nearest chapter.
- Chapter structure: Guidelines for chapter structure will be distributed to forming chapters. These guidelines will include chapter officer positions and duties as well as suggested organizational structure and goals for the chapter (to be determined). A reporting structure, similar to the following, for the chapter will also be instituted: Chapter President to State Director to Regional Coordinator to Membership Coordinator at the National Office. (Further responsibilities will be determined at a later date.)
- Financial support to chapter: As chapters are formed, developed and become active in bringing more members to NACB, either a)money will be budgeted for chapters for NACB promotions and related activities or b) chapters will be allowed to charge a separate chapter dues.
- Implementation: For the short term, chapters will be formed at individual campuses with active participation in NACB. Chapters will report to a Regional Coordinator. When the demands of the region have begun to overwhelm the regional coordinators, the state director level will be instituted to provide support to regional coordinators.
- The nation will be divided into six regions, to be determined by member and media concentration. Regions can be further divided should one region be overwhelmed by a large population of members.

Conclusion

As NACB continues to meet the needs of and provide new opportunities for its membership, NACB' s membership will continue to grow. With the rise in the number of members in all member categories, new programs will be undertaken to reflect the interests and needs of this growing and diverse audience. NACB should focus on developing the individual types of membership and increasing its international base to allow for future development of the organization. Developing and implementing the Chapter System is one means NACB can undertake to increase member commitment to NACB as well as improve communications with individuals.

NACB Five Year Plan • Network/Programming Section

Introduction

Virtually everyone familiar with NACB agrees that the Network division—especially on its video/TV side—holds the most promise for the future of the association. It is our highest profile project and potentially our biggest revenue generator via program and related sponsorships. While U Network® may mean nothing now to many of our members, to much of the media industry where NACB draws most of its funding, it is what makes us unique and thus worth supporting.

As television becomes more fragmented and niched, as satellite dishes become more prevalent on campuses, as computers and television become one, and as NACB becomes more important as an association, our network is sure to grow—or we may be forever limited to a stagnant niche comparable to what IBS has had for the last 20+ years in college radio.

U Network TV

Affiliate Issues

With the pending re-launch, we'll probably have 100 stations. Assuming programming is maintained in quality and increased gradually in quantity, this should rise to 200-300 stations by the end of the Five Year Plan period. Ultimately, we would like to see the network fully funded by commercial advertising and/or sponsorships. However, affiliates will always have concerns about commercial content because of school- or cable system-imposed restrictions on local access channels. Therefore, NACB must investigate the substitution

NACB Executive Board Of Directors' Calling Card Phone Log

Date	Time	Party Called	# Dialed	Length	Notes

FAX COVER SHEET

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A.

TO: Joel Willer
Northeast Louisiana University
318-342-5665
KNLU - FM

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 2/22/95

# OF PAGES TO FOLLOW 4

RE: **NACB 1995 Executive Board Meeting**

I hope everything is well with you. I also hope you received, and had a chance to look over the materials I mailed to you.

Just want to remind you we have an Executive Board call scheduled for tonight (Wednesday, February 22nd) at 9 PM EST. Please be available no later than 8:55 PM.

Attached you will find:

1. An Agenda for the Meeting
2. Minutes from the February 5th Meeting
3. A memo on making our meetings as productive as possible

If you have any problems attending the meeting, please call the office,
or my home (401) 831-9716.

Until we speak again,

Mark.

NACB EXECUTIVE BOARD MEETING AGENDA

FOR MEETING OF SUNDAY FEBRUARY 22 1995, 9:00 PM EST.

NOTE: Submissions to be included on the Agenda must be at the Office no later than 4 working days before the meeting.

Key to initials used in text.
E-Board Members - **HB**: Holly Beretto, **SD**: Sonny Dean, **GG**: Glenn Gutmacher (Chair), **JMc**: Jim McCluskey, **DM**: Dan Moldover, **JMo**: Josh Motroni, **JW**: Joel Willer
Staff - **MM**: Mark MacLeod (Executive Director), **JF**: JoAnn Forgit (Publications & Sales/CFO), **KC**: Kelley Cunningham (Development Direcetor), **KH**: Kristine Hendrickson (Conferences & Member Relations).

9:00 PM A. Call to Order (GG)

- I. Establishment of Meeting Chair & Secretary

B. Approval of Previous Minutes (GG): Minutes from February 5, 1995

C. Approval of Agenda (GG)

9:05 PM D. Previous Business (5 minutes each)

- i. Regional Contact Responsibilities (DM)
  - (Registration prices: Western $30 Mem./$40 non-mem., Southern $25 mem./$30 non-mem.)
- ii. Vacant Board Seat (MM)
- iii. Vidnet Project (DM) (GOPHER)
- iv. Alumni Newsletter (SD,HB)
- v. Organizational Partnerships (SD,GG)
- vi. Transfer of Projects from Previous Board (GG)
- vii. Board Plan for 1995 (MM) • Tabled to next meeting.

9:35 PM E. Reports (5 minutes each)

- i. Office Report (MM) • Follow up questions to January 1995 Report?
- ii. F/S Board Report (JM) • New Board Members

9:45 PM F. New Business (5 minutes each)

- I. Board Handbook Expansion (MM)
- ii. Physical Board Meeting in July or August (MM) • Prep. your availability.

9:55 PM G. Setting of Next Meeting Date (GG)

10 PM H. Adjournment (GG)

How to call a more productive E Board meeting ...

1. Know the agenda. Know the meeting's focus.

Check the agenda and know what comments you want to make and when you will be expected to speak to an item. Also know the time frames for each item so you will appreciate where the focus of the meeting lies, and which items are meant to be updates.

2. Agree to the agenda. Do not sidetrack meeting.

Accept the items that are to be brought up at the meeting, and agree to the time frames set for each item. Respect other participants expectations of what will be discussed. Do not sidetrack the meeting. If you think of an item during the meeting, mention it should be discussed on the next call, or time permitting, at the end of the present call.

3. Keep agenda moving.

Move onto another topic if resolution can't be reached within the topics time frame. Individual(s) can be assigned to resolve the issue outside of the meeting, or to bring the issue back to the meeting with more research.

4. Make decisions. Note the decision.

At the time of each item make sure everyone is aware a decision has been made. This should be done through motion passage if the issue is cloudy, divisive or significant. A summary of decisions and assignments should be recapped a the end of the meeting.

FAX COVER SHEET

N A C B
NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A.

TO: Joel Willer KNLU - FM
Northeast Louisiana University
318-342-5665

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 3/31/95

OF PAGES TO FOLLOW 5

RE: **E Board Meeting Sunday**

As per our conversation, here is information for the call Sunday. As we have missed the last two attempts at meetings, please dedicate yourself to attendance.

Thanks.

Mark

Any problems... 401 831-9716 is my home answering machine.

NACB EXECUTIVE BOARD MEETING MINUTES

FOR MEETING OF WEDNESDAY FEBRUARY 22 1995, 9:00 PM EST.

NOTE: Submissions to be included on the Agenda must be at the Office no later than 4 working days before the meeting.

Key to initials used in text.
E-Board Members - **HB**: Holly Beretto, **SD**: Sonny Dean, **GG**: Glenn Gutmacher (Chair), **JMc**: Jim McCluskey, **DM**: Dan Moldover, **JMo**: Josh Motroni, **JW**: Joel Willer
Staff - **MM**: Mark MacLeod (Executive Director), **JF**: JoAnn Forgit (Publications & Sales/CFO), **KC**: Kelley Cunningham (Development Direcetor), **KH**: Kristine Hendrickson (Conferences & Member Relations).

9:00 PM A. Call to Order (GG): HB called to say she could not make it. DM will call in late.
i. Establishment of Meeting Chair & Secretary (GG/DM) by Consensus.

B. Approval of Previous Minutes (GG): Minutes from February 5, 1995 by Consensus.

C. Approval of Agenda (GG) by Concensus.

9:05 PM D. Previous Business (5 minutes each)

i. Regional Contact Responsibilities (DM)
Western Region stations will be called over the next week, to encourage them to come to the Western Regional Conference. Kristine will assign schools for people to call. The keynote for the Southern Peabody awards man Berry Sherman, Mid-Atlantic Peggy Conover from Broadcast and Cable magazine. Registration prices: Western $30 Mem./$40 non-mem., Southern $25 mem./$30 non-mem.
• Members need actual list of stations. Dan now has region. 500 schools in Western. 83 Members. Sonny can call Friday & Monday. Could do more than 10 members. Joel can call Mon, Tues and Wed. Josh: Tues. Dan: Thursday, Glenn: Friday.
No site for the Midwestern conference. JM has some possibilities lined up.

ii. Vacant Board Seat (MM)
MM: RG will let us know by Friday. GG: Motion to approach candidate 3, Vince Watchorn if RG cannot take it. Dan seconds, motion carries

iii. Vidnet Project (DM) • Spoke about Gopher with Josh Greene. DM will bring up idea of BBS to MM.

iv. Alumni Newsletter (SD,HB) • SD not got hold of HB, will call HB on Friday.

v. Organizational Partnerships (SD,GG) • SD will call GG on Friday.

vi. Transfer of Projects from Previous Board (GG) • MM will add summary of previous years projects to Board mail out. No other business necessary at this point.

vii. Board Plan for 1995 (MM) • Tabled to next meeting.

9:35 PM E. Reports (5 minutes each)
i. Office Report (MM) • MM will do report for next meeting. Members should feel free to call the Board with questions during the week.

ii. F/S Board Report (JM) • New Board Member: Larry Budner (Rhode Island College) - will take over Dan's Area. New members come in through committees, then become full members as demonstrate effectiveness. Members of the board were listed. Main discussion was BEA panel for BEA in Las Vegas. Tony is working on article on professionals that went into teaching. Reminder: F/S board is an advisory board to the E-board, but has no decision making power. Faculty can still be involved by getting on commitees. Comittee chairs then move up from the members of the commitees. All help is apprciated. Any faculty or staff is able to participate. Anyone that is not a student and is interested is eligable. Any interested people should contact Jim or Nancy Kaplan.

9:45 PM F. New Business (5 minutes each)

i. Board Handbook Expansion (MM)
MM put together a handbook. Is there anything that anyone would like to see in the handbook. GG: a member list would be nice. Business cards were missing. No financial information, and others. Other information will follow. This is early for this year! Any suggestions should be forwarded to MM. Feel free to call him at the office. Please call by Monday, in order to get things done by ground for next meeting.

ii. Physical Board Meeting in July or August (MM) • Last yearis meeting was at the Mid-Atlantic. This did not work out well. MM's idea is to have a meeting during July or August. Sonny says mid-August is better. Everyone should have their schedules ready for next board meeting. The summer meeting is important for everyone.
Josh M: Mid-August 20th. Everyone will check last two weeks of May, first two weeks of June.
JIM will continue to look for sites for a midwestern conference. He will update on this next meeting.
Dan annouced that his station is a WB network affiliate.

9:53 PM G. Setting of Next Meeting Date (GG) • 7 PM March 12th, 1995

10 PM H. Adjournment (GG) • Motion to adjourn at 10 PM!

MM's Summary: Calls promoting regionals, further education re: Board, take initiative on projects

NACB EXECUTIVE BOARD MEETING AGENDA

FOR MEETING OF SUNDAY APRIL 2 1995, 7:00 PM EST.

NOTE: Submissions to be included on the Agenda must be at the Office no later than 4 working days before the meeting.

Key to initials used in text.
E-Board Members - **HB**: Holly Beretto, **SD**: Sonny Dean, **RG**: Roy Govshovitz, **GG**: Glenn Gutmacher (Chair), **JMc**: Jim McCluskey, **DM**: Dan Moldover, **JMo**: Josh Motroni, **JW**: Joel Willer
Staff - **MM**: Mark MacLeod (Executive Director), **JF**: JoAnn Forgit (Publications & Sales/CFO), **KC**: Kelley Cunningham (Development Direcetor), **KH**: Kristine Hendrickson (Conferences & Member Relations).

7:00 PM A. Call to Order (GG)

- i. Establishment of Meeting Chair & Secretary

B. Approval of Previous Minutes (GG): Minutes from February 22, 1995

C. Approval of Agenda (GG)

7:05 PM D. Previous Business (5 minutes each)

- i. Regional Contact Responsibilities (MM)
- ii. Vidnet Project (DM)
- iii. Alumni Newsletter (SD,HB)
- iv. Organizational Partnerships (SD,GG)
- v. Board Projects & Plan for 1995 (MM)
- vi. Physical Board Meeting in July or August (MM) • Prep. your availability.

7:35 PM E. Reports (5 minutes each)

- i. Office Report (MM)
- ii. F/S Board Report (JM) • BEA actvities outlined.

9:45 PM F. New Business (5 minutes each)

- i. NACB Staff Structure (MM)

9:55 PM G. Setting of Next Meeting Date (GG)

10 PM H. Adjournment (GG)

NACB EXECUTIVE BOARD OFFICE BRIEF

FOR MEETING OF SUNDAY, 2 APRIL 1995, 7 PM EST.

(Note: This information is provided to members of the Board, but is to remain confidential).

A. MEMBER SERVICES

Membership. An extensive campaign for new members and renewals is underway through to April 28. Board members will be asked to provide assistance. KH will contact at her convenience.

Regional Conferences. The Western (Mar 17-19, LA) went reasonably well. Roseanne keynoted, the panels were great, and everyone said they really enjoyed themselves. However, attendance ended up at about 85 students. We are already in contact with faculty in CA to get their involvement in planning next year's event. A detailed evaluation will take place the second week of April, after all costs are in. The Mid-Atlantic (Mar 31-April 1, NJ) has Peggy Con~~ner~~lin (Broadcast & Cable) keynoting. The Southern takes place APR 21-22 in Athens, GA. Berry Sherman of the Peabody Awards is keynote. Board members are asked to strongly encourage participation from area schools in these events.

College Broadcaster. The Summer Issue is on the way to members after much delay. Many will be handed out at NAB. Members are encouraged to offer to submit to the Fall issue which has a deadline of July 15th. CB is on eWorld.

MemberNewsFax. Last one went out March 29. These are planned to go to members at least monthly.

OnLine Services. CB and other information is now available in the "Sound & Vision" area of eWorld's "College Life".

U Network. Our last feed of the term is scheduled to be Thurs April 13 from Noon to 2 PM. U-ffiliate total is currently 70. We will be seeking new affiliates and renewals through to the end of April. A project done through GG and Collegiate Advantage to test listener ship to student TV with a SPRINT ad and 800 number took place through March. Results are not yet in, and we had a "flare up" after proper authority was not obtained from NYU for use of their music video program AIR RAID.

B. DEVELOPMENT & EXTERNAL RELATIONS

Campaigns, Grant Programs & Special Projects. The Radio Creative Fund PSA contest has a deadline of April 21st. The LA "professional gathering" had a very poor turnout. Only 20 or so of over 500 invited even replied. Everyone told us it's a start, and that there are many things to do in LA on a Friday night (as if we didn't know!) Skirball Foundation ($25,000) has still not confirmed. Paley Foundation (seeking $25, 000 per year) and Milken (six figures) are still in process. ABC Radio ($25,000) and Radius ($1000) are contributing to help underwrite our membership survey/campaign.

Other Conferences & Events. The IBS (NY) March 3-4 conference took place, and apparently attendance was good (~200?). Preparations for BEA/NAB (Las Vegas) April 7-13 are well underway. It is our single biggest contact event of the year. Our next conference after that is PROMAX (broadcast marketing) in Washington, DC in early June.

External Relationships. Dr. Robert Batscha of MT&R (NY) has accepted a position on our Advisory Board.

Sales and Marketing Report. CB hit ~$10,000 sold again this issue (Summer). Mailing lists have been brisk as they always are in the Spring. An intern (Dan D'augelli) is proactively calling about mailing list sales.

C. PERSONNEL & FINANCES

Finances. Cash reserves sit at just over $20000. A/Ps are currently about equal to A/Rs. Major A/R is CB Summer ($10,000). Major A/P is CB Spring ($6000).

Staff. Dan D'augelli (Roger Williams) Mailing List Sales Assistant and Rich Einig (RIC) Interep Sales/General Assistant join Mike Kobrin (Brown)/Computers & Music, and Sheri Winsor (RIC)/Production Assistant as current interns. A steady stream of interns are being interviewed for the summer.

General News. Hey ... the weather got warm. I can almost see the Frisbees flying. We at the office hope all your Spring Breaks were great!

NOTES:

Staff Plan Second Half of Fiscal Year 1994-1995

Directors since 1993: Executive, Association, Communications, Special Projects
Directors since January 1995: Executive, Conferences & Member Relations, Publications & Sales, Development

			ED	AD		CD		SP	
					C&M		P&S		DD
Boards									
	A Board	Cultivate involvement	*						+
	E Board	Reporting/support	*						
	F/S Board	Support		-	+				
	T Board	Cultivate involvement	*						+
Public Relations		Graphic Design/Image	+			-	+		+
		Press/media releases, contact				-			+
Representation		General contact	*						
		Other conference planning	*						
Personnel		Staff Coordination, supervision	*						
		Internship Program	*		+				
Finances		Bookkeeping, reporting	*	-			+		
Operations		Supplies & Maintenance	+	-					
		Front Line Phone Answering		-	+		+	-	+
	Computers	System maintenance	*						
		OnLine Services System	+	-					
		OnLine Services Content		-	+				
Membership Response		General assistance to members	*	-	+				
Conferences		Facilities, site management		-	+				
		Content		-	+				
		Special events	*	-	+	-			
		Attendence marketing		-	+		+		
	"Trade Show"	Marketing				-	+	-	
		Facilities	-	-	+	-	+	-	
		Program	-	-	+			-	
	Regional	Marketing, facilities, program		-	+				
National Awards		Handling materials	*						
		Ceremony/facilities	*		+				
Publications									
	College Broadcaster	Content, production, Sales	-			-	+		
	Handbook	Content, production		-		-	+		
	Media Kit	Content, Production	*	-		-	+		+
	MemberNewsFax	Content Production		-	+		+		
Sales									
	Mailing Lists	Marketing, handling		-		-	+		
	Memberships	Marketing		-	+		+		
	Radio Ratings Service	Marketing, handling		-			+		
U Network		Affiliates, programming	*						
		Production & distribution	*						
		Sales/sponsorships	+			-			
Development		Campaigns	-						+
		Grant Programs	-						+
		Luncheons/Events	*						+
		Sponsors of Awards/National/ Events	*						+
Project Development		Pursue/report	*	-	+	-	+	-	+
		Develop/oversee	*	-	+	-	+	-	+

91ONE
KNLU

Facsimile Cover Sheet

To: Mark MacLeod
Company: NACB
Phone: 401/863-2225
Fax: 401/863-2221

From: Joel R. Willer, General Manager
Company: KNLU/Northeast Louisiana University
Phone: 318/342-1426
Fax: 318/342-5665

Date: April 4, 1995
Pages including this cover page: 2

Comments:

Mark--

As we discussed briefly after the meeting Sunday, while I don't have any specific plans, I would like to see the Board develop additional means to bring together students from various colleges/universities regionally across the country.

I know some ideas have been discussed in the past for some type of a small, informal "round table" of students from a state or fairly small region. Though the current regionals already serve a vital function, budget and time constraints still preclude many from taking part--the "regions" are still pretty BIG! Some of the schools I talked with (outside of California) about the Western regional cited time/travel as their reasons for not being able to consider attending. This is the reason my own school will not be able to send a delegation to the Southern--Athens is still a "fer" piece for us! Perhaps we could explore the possibility of even smaller get-togethers--maybe even without any "name" speakers--so that students could share ideas and get to know what others are doing...sort of an informal retreat (?).

Another idea I had was in the area of cooperation between organizations for the regionals. We could look at organizations related to, but not dealing specifically with broadcasting: journalism, public relations, and marketing fields come to mind (many of the smaller schools already have overlap in some of these areas within their own programs). By exploring the use of joint regional sites and dates, we could attract more significant speakers for joint sessions, share the labor, organizational, and promotional duties, and some schools might be able to save money by pooling travel/lodging needs, etc. Each organization could also retain individual programs as well. I offer the Fall World Media Exposition as a model. The specific partnerships might differ by region, depending on the strengths of the various organizations. Something like this would obviously take much earlier pre-planning to coordinate dates, but I think it could give us much more bang for our bucks.

I think both of these ideas are related in that they lead the organization away from its northeast U.S. geographical base. If membership is to be maintained, and if it is to grow, I think it is important to build a perception that the organization is geographically diverse.

Joel Willer

FAX COVER SHEET

N A C B
NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A.

TO: Joel Willer
Northeast Louisiana U.
318-342-5665
KNLU - FM

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 4/21/95

OF PAGES TO FOLLOW 8

RE: **E Board Meeting Sunday**

Here are materials for our Board meeting on Sunday. If you have a problem attending the meeting, please leave a message for me at 401 831-9716.

Mark

NACB EXECUTIVE BOARD MEETING AGENDA

FOR MEETING OF SUNDAY APRIL 23 1995, 9:00 PM EST.

NOTE: Submissions to be included on the Agenda must be at the Office no later than 4 working days before the meeting.

Key to initials used in text.
E-Board Members - **HB**: Holly Beretto, **SD**: Sonny Dean, **RG**: Roy Govshovitz, **GG**: Glenn Gutmacher (Chair), **JMc**: Jim McCluskey; **DM**: Dan Moldover, **JMo**: Josh Motroni, **JW**: Joel Willer. Staff - **MM**: Mark MacLeod (Executive Director), **JF**: JoAnn Forgit (Publications & Sales/CFO), **KC**: Kelley Cunningham (Development Direcetor), **KH**: Kristine Hendrickson (Conferences & Member Relations).

9:00 PM A. Call to Order. Establishment of Meeting Chair & Secretary (GG)

B. Approval of Previous Minutes (GG): Minutes from April 2, 1995.

C. Approval of Agenda (GG)

9:05 PM D. Previous Business (5 minutes each)

i. Regional Contact Responsibilities (MM) - Report on phone log use. Planning for Fall.

ii. Vidnet Project (DM)

iii. Alumni Newsletter (SD,HB)

vi. Physical Board Meeting in July or August (MM)

9:25 PM E. Reports (5 minutes each)

i. Office Report (MM)

ii. F/S Board Report (JM)

9:35 PM F. New Business

i. Board Projects & Plans for 1995 (MM, GG)

G. Next meeting date: May 14, 1995 9 PM?

10 PM H. Adjournment (GG)

NACB EXECUTIVE BOARD MEETING MINUTES

FOR MEETING OF SUNDAY APRIL 2 1995, 7:00 PM EST.

NOTE: Submissions to be included on the Agenda must be at the Office no later than 4 working days before the meeting.

Key to initials used in text.
E-Board Members - **HB**: Holly Beretto, **SD**: Sonny Dean, **RG**: Roy Govshovitz, **GG**: Glenn Gutmacher (Chair), **JMc**: Jim McCluskey, **DM**: Dan Moldover, **JMo**: Josh Motroni, **JW**: Joel Willer. Staff - **MM**: Mark MacLeod (Executive Director), **JF**: JoAnn Forgit (Publications & Sales/CFO), **KC**: Kelley Cunningham (Development Direcetor), **KH**: Kristine Hendrickson (Conferences & Member Relations).

7:00 PM A. Call to Order (GG: 7:24 PM) Full Board present: RG late.

i. Establishment of Meeting Chair & Secretary -GG/DM.

B. Approval of Previous Minutes (GG): Minutes from February 22, 1995 Concensus.

C. Approval of Agenda (GG) -Consensus.

7:05 PM D. Previous Business (5 minutes each)

i. Regional Contact Responsibilities (MM) - Please send in the list of phone calls made using the phone card by Wednesday. This will help to track how sucessful the Western call-out was. MM was pleased by actions of some board members, not by others. Please keep the office up to date with progress on a project. (Ie. Call out). This would allow Interns to call out to people that were no reached by Board members. GG agrees, better call-out may have generated a better response from the people on the West Coast. Board members must call in future if can't make calls.

ii. Vidnet Project (DM) DM will call MM to see about getting something done with the BBS system. Dan has been researching this.

iii. Alumni Newsletter (SD,HB) SD still trying to connect. HB spoke to MM. SD has some ideas that she has been brainstorming about. Holly reports that they intend to get 2 issues out this year. One for the summer and one just before the conference. MM talked to HB about this at legnth. One possable idea is to update people on activities and encourage people to come to the 95 National Conference.

iv. Organizational Partnerships (SD,GG): Spoke at beginning of call w/SD. GG will work with KC.

v. Board Projects & Plans for 1995 (MM): GG set as major agenda topic for next meeting. Deadline Wed morning. We want to make sure that board members have something they can have accomplished. Half of next call should be a brainstorm. This should have some of the reasons why each person ran for the board. Basic outline is OK. EACH board member should have something in mind. Board has been reactive, rather than proactive!

vi. Physical Board Meeting in July or August (MM) • Discussion about June 3rd, 1995 in Providence.

7:35 PM E. Reports (5 minutes each)

i. Office Report (MM) • Western Regional Conference had poor attendance, as far as students. Mid-Atlantic conference was fairly low. (~90). These numbers are the same or down from previous years. One possibility is to move this confence into NY city for next year. There were many schools that didn't get there this year that were there last year. Money is one possible reason. Peggy Conlin from Broadcasting and Cable was a very nice Keynote address. As far as the event, it was well organized and run. Southern Conference is comming up soon in Athens, Georgia. 100 people have registered for that already.

Financially speaking, NACB is in fairl shape. Most current interns will be around for awhile. Major concern is a missing grant from previous years (Skirball). We have $20,000 cushion, which is only our minimum goal. We have been and need to stay thrifty throughout the rest of the year, especially through to the fourth quarter. The office has been working hard to lower expenses to absolute nessesities.

ii. F/S Board Report (JM) • BEA actvities outlined. F/S board has shifted focus to a panel that is being presented at BEA conference (8 AM on Sunday morning is main NACB panel). Each member is presenting a paper at that conference. Board call was primarily focused on an in-person meeting at the BEA. Panel is on advisors for student electronic media. Reminder: Any faculty interested in helping should contact JMc

9:45 PM F. New Business (5 minutes each)

i. NACB Staff Structure (MM) In previous minute package, MM has included a sheet summarizing staff responsibilities. Questions about this will be entertained later. (Discussion regarding employment of KC ensued *In camera*. Summary: KC began as a volunteer in June 1994. She became a part time employee shortly therafter, and became a full-time, temporary employee in October 1994. She has provided invaluable work on organization of Development. She has been in limbo as far as permanent employment goes. MM proposes officially offering KC a permanant position. There was a discussion of KC's performace to date, and position.

Motion: JM/DM: Be it resolved that Position Offering DD95-1 be approved as presented to the Board, including a performance review to take place no later than June 1,1995. Passed Unanimously.

ii. Nancy Kaplan: The chairperson of the faculty/staff board (Nancy Kaplan) is up for tenure this year. All of the F/S/ board members have written her letters of recomendation.. Good Luck Nancy!

G. Next meeting date - Set for April 23, 1995 9 p.m.]

10 PM H. Adjournment (GG)

NACB EXECUTIVE BOARD OFFICE BRIEF

FOR MEETING OF SUNDAY, 23 APRIL 1995, 9 PM EST.

(Note: This information is provided to members of the Board, but is to remain confidential).

A. MEMBER SERVICES

Membership. An extensive campaign for new members and renewals continues through to April 28. Every radio and TV operation in our database has been approached.

Regional Conferences. The Southern took place this weekend in Athens, GA. Berry Sherman of the Peabody Awards was keynote. Pre-event registration was at ~120. This is our highest regional total, and all reports indicate an extremely well organized event.

College Broadcaster. The Summer issue is out. A number of people have said it looks the best yet. Members are encouraged to offer to submit to the Fall issue which has a deadline of July 15th. Remember you can check out CB through eWorld.

MemberNewsFax. The next one is scheduled for next week. These are planned to go to members at least monthly.

OnLine Services. CB and other information is now available in the "Sound & Vision" area of eWorld's "College Life". Music reviews are published weekly on the Listserv.

U Network. New affiliates and renewals are being sought through to the end of April. Satellite costs are again expected to rise before Sep making it very difficult to continue our current level of weekly feeds. Suggestions regarding cheap or free satellite time are welcome.

B. DEVELOPMENT & EXTERNAL RELATIONS

Campaigns, Grant Programs & Special Projects. The Radio Creative Fund PSA contest deadline was April 21st. Unfortunately, it looks like RCF approved the project quite late to get a good response. We may roll the program forward to the fall if total entry response is poor. Skirball Foundation ($25,000) has still not confirmed. Paley Foundation (seeking $25,000 per year) and Milken (six figures) are still in process. The Horace W. Goldsmith Foundation has granted us $25,000 for unrestricted use in 1995 and 1996.

Other Conferences & Events. BEA/NAB (Las Vegas) April 7-13 went extremely well. A full report on contacts and initiatives will be available for the next meeting. MM will be attending NCTA (Cable TV) in Dallas May 8 -10. MM will be meeting with Museum of Broadcast Communications (MBC) in Chicago on way back. Our next conference after that is PROMAX (broadcast marketing) in Washington, DC in June 6 - 10. Many meetings with Washington based organizations will be set up for that time.

External Relationships. Brandon Tartikoff has agreed to join our Advisory Board. Renko Isowa & Sheila Shayon have been thanked for their work, and asked to pass their seats to the new Board members.

Sales and Marketing Report. CB Fall will hopefully top $10,000 again, and we are evaluating whether to increase page size to 40 or 48. Mailing lists continue to be brisk as they always are in the Spring. Intern Dan D'augelli continues to call mailing list propects.

C. PERSONNEL & FINANCES

Finances. Cash reserves now sit at just over $30000. A/Ps are currently than A/Rs by about $5000, and with our annual media kit printing coming up, we will be quickly back to the $20,000 buffer again. Major A/R is CB Summer ($10,000). Major A/P is media kit (~$5000)..

Staff. A steady stream of interns are still being interviewed for the summer. Staff should be finalized for next meeting.

General News. This is NACB conference and vacation season, so the office rarely has all four of us in. But call in when you get a chance, and let us know "what up".

NOTES:

To: Mark MacLeod, Executive Director, NACB
From: Jim McCluskey, Univ. of OK
Re: E-Board projects, as per your request

Date: April 4, 1995, 11:15AM

Please accept this message in response to your request during Sunday night's E-board call for each member to send you a list of what they think are priorities for this year's board projects.

First and foremost, my suggestion is to set some goals for this year's e-board. The previous year's board left some "suggestions" for this year's board. . .as I recall, which included reviewing/revamping the National Conference Election Procedures, etc.

If we established quarterly or (someday) monthly objectives and addressed them in each meeting's agenda, perhaps more could get accomplished.

I am also a strong believer in having some kind of year-end report from the e-board to communicate to the membership what each member accomplished. I believe if this had been done on an on-going basis we would have alleviated a lot of problems which arose at the last minute from "too many cooks spoiling the soup."

I would personally like to continue working on the peer-mentor project, although the lack of volunteer support has somewhat dampened progress on this project. I would especially like to continue in my "unofficial" role as F/S Advisory Board representative on the e-board, updating the e-board on F/S Board activities. I would also like to strengthen the liaison between the two boards, and have the F/S Board make more recommendations in its advisory function.

I am also in support of continuance of other projects undertaken by other board members, including the VidNet project, Alumni Newsletter, improvements in contest competition guidelines, improvements at the National Conference (perhaps hospitality suites established by the e-board and the F/S board to attract new members so we can all have an opportunity to informally meet station reps, etc. Also, I heard (and continue to hear) grumbling from member stations who attended the national who weren't impressed with how the "Awards Ceremony" was handled. Perhaps this year's e-board should establish some "quality control" guidelines.

N A C B

FAX COVER PAGE

To: Mark Mcleod

From : Dan Moldover

Fax Number : 1-401-863-2221

Company : NACB

Date : 4/2/95

Time : 23:36:42

For Information Call: 410-321-6612; 410-830-8788

Subject : Phone Log and More

Fax Number : 410-321-6612; 410-830-2713

Here's the phone log that you wanted. It turns out that I DID get the FAX from you. Someone put it in my mailbox, and when I checked, that was the one place that I fogot to look! Anyway, I will be sending the minutes via an attached file on E-mail, same as last time. Hopefully you will get it in plenty of time. If you could please look into my reimbursment for transportation up to the office in January, I would appriciate it. I still have not received anything from the NACB for that.

As for the projects that I would like to see accomplished:
1) I would like to get something together that people could call in to, even if it is Long Distance, so that they can keep up to date with all of the other electronic traffic that is going on. I noticed the other day that NAB has their own server. I thought we might want to ask them, if we could have some space on it for our own members. If you know of someone to contact down there, I can see what I can negotiate. This might be just the solution that we are looking for. I also wanted to run that by you, in case we are already taking too much of their generousity and you didn't want to ask. Politics can be tricky.
2) From talking to our radio station, which has been a member in the past, then dropped, and is now rejoining, after talking to me, I have some thoughts on member retension and recruitment. Basically have similar call outs by the executive board for the other regions as we had for the Western region. We had set up regions for all of the E-board members at the begining of the year, but we haven't done much with that. College Broadcaster is nice, but it doesn't reach all of the students. An issue comes in and somebody takes it home and doesn't bring it back! This doesn't help out the managment for the next in knowing what the NACB does and what we stand for. Each station should know how their regional representative is (with a phone number) and hopefully have that information posted on their annoucement board, so they know who to get in touch with. We need to have some more personalized service to our membership. I don't think that NACB is that large that we can't take the time to talk to our membership on an individual basis to let them know that they are important. They should know what we are up to on a regular basis. My proposal is to have each board member take 2 weeks now (in the spring, when budgets are being made) and two weeks in the fall to call all their stations to remind them of what NACB can do for them.

I will give you a call Monday morning at around 11 a.m., so that we can discuss VidNet and my reimbursment.

Dan

To: Mark NACB Executive Director
Fr: Josh Motroni
Da: April 4, 1995
Re: E-board Projects

Mark,

Enclosed is my list of projects I am interested in for myself and the board. I have to admit that when I heard about the development project, I became quite interested. Even though we really do not know enough about each other, I feel I have that personality to learn the trade and talk with organizations.

My second area of interest is calling other stations around the country. I feel that working with the other stations would enhance communications throughout the organization.

Also, these contacts done on a regular basis as well as possibly the alumni news letter from Holly and Sonny would give people a better sense of what in fact is going on.

I hope we can work out these projects, and I hope you will allow me to get my feet wet in these areas.

I will be at the (207) 892-0810 number after 8p.m.if you want to discuss these matters with me.

Respectfully,

Josh

JOSH

How to call a more productive E Board meeting ...

1. Know the agenda. Know the meeting's focus.

Check the agenda and know what comments you want to make and when you will be expected to speak to an item. Also know the time frames for each item so you will appreciate where the focus of the meeting lies, and which items are meant to be updates.

2. Agree to the agenda. Do not sidetrack meeting.

Accept the items that are to be brought up at the meeting, and agree to the time frames set for each item. Respect other participants expectations of what will be discussed. Do not sidetrack the meeting. If you think of an item during the meeting, mention it should be discussed on the next call, or time permitting, at the end of the present call.

3. Keep agenda moving.

Move onto another topic if resolution can't be reached within the topics time frame. Individual(s) can be assigned to resolve the issue outside of the meeting, or to bring the issue back to the meeting with more research.

4. Make decisions. Note the decision.

At the time of each item make sure everyone is aware a decision has been made. This should be done through motion passage if the issue is cloudy, divisive or significant. A summary of decisions and assignments should be recapped a the end of the meeting.

NACB

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

FAX COVER SHEET

Join us in Providence!

National '95: November 16-19 at the Rhode Island Convention Center, Providence, RI

Make plans now to attend the largest conference designed specifically for student radio and TV outlets to network with peers and professionals.

To register or for more information, call NACB.

TO: Joel Willer KNLU - FM
Northeast Louisiana U.
318-342-5665

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 7/11/95

OF PAGES TO FOLLOW 12

RE: **E Board Meeting**

Here are materials for our Board meeting tonight. If you have a problem attending the meeting, please leave a message for me at 401 331-1896

Mark

NACB EXECUTIVE BOARD MEETING AGENDA

FOR MEETING OF TUESDAY JULY 11 1995, 9:00 PM EST.

NOTE: Submissions to be included on the Agenda must be at the Office no later than 4 working days before the meeting.

Key to Initials used in text.
E-Board Members - **GG**: Glenn Gutmacher (Chair), **JMc**: Jim McCluskey, **DM**: Dan Moldover, **JMo**: Josh Motroni, **JW**: Joel Willer. Staff - **MM**: Mark MacLeod (Executive Director), **JF**: JoAnn Forgit (Publications & Sales/CFO), **KC**: Kelley Cunningham (Development Direcetor), **KH**: Kristine Hendrickson (Conferences & Member Relations).

9:00 PM A. Call to Order. Establishment of Meeting Chair & Secretary (GG/DM)

B. Approval of Previous Minutes (GG): June 27th (To come: Apr 23, May 14th, June 3rd)

C. Approval of Agenda (GG)

9:05 PM D. Previous Business (5 minutes each)

- i. Regional Contact Responsibilities (MM) - Report on phone use. Submission of logs.
- ii. NetCom Proposal (DM)
- iii. Alumni Newsletter (HB?)

9:20 PM E. Reports (5 minutes each)

- i. Office Report (MM) • Note attached draft financial statements.
- ii. F/S Board Report (JM)

9:30 PM F. New Business

- i. Revised Election Procedure (GG)
- ii. Board Recruitment (JW/DM)
- iii. Personell vacation / Holiday

G. Next meeting date: Aug 1st, 1995 9 PM EST

10 PM H. Adjournment (GG)

MINUTES FROM JUNE 27, 1995

I Call to order
Roll Call: Dan, Joel, Glen, Mark

II Approval of Minutes

III Old Business

- Board member status - Current Active members: Josh Motroni, Dan Moldover, Jim McClusky, Glen Gutmacher, Joel Willer.
- Glen moves to remove Sunny Dean from the E-board for the cause of missing too many board meetings, and upon condition of a verbal resignation, yet the absense of a written resignation.
    - Joel Seconds.
    - Motion passed.
- Dan Moves to remove Roy Govshovitz from the Executive board for the cause of missing 3 board meetings in a row and more than 5 total board meetings, and lack of communication to the organization upon missing those meetings.
    - Joel Seconds
    - Motion Passes.

- Discussion ensued about a board operating policy which states that a board member should not miss more than 3 meetings in a row or more than 5 meetings total. Following missing these meetings, the member will be asked to resign from the board.
- New board members: Should we ask other students to join the board?
    - Joel moves: To appoint Glen Gutmacher to a directorship of the NACB for the duration of term
        - Dan Seconds Motion Passes
    - Joel Moves: To appoint Glen Chair of the Board for the NACB for the duration of the term.
        - Dan Seconds Motion Passes 1 abstention
    - Joel Moves: To Nominate Michael Black, Eric Strauss, and Eloise Green to the Executive Board for the remainder of the year.. Glen Seconds Motion Passes.
- Revised Election Procedure - Postponed to next meeting.
- Mark reminds the board members to coordinate the response to Flames against the National Office on the Listserv. A reponse without mention of board membership would be acceptable without checking first.
- Mark and Dan should get together on minutes from the board for the past 6 months.
- Mark will Fax out draft budget for next year before the next board meeting.
- Mark will type up personel evaluation before the next board meeting.
- Adjournment - 10:25 pm
- Next Meeting - Monday Jul 10th 9 p.m. or July 11th at 9 p.m.

NACB EXECUTIVE BOARD OFFICE BRIEF

FOR MEETING OF TUESDAY JULY 11, 1995, 9 PM EST.
(Note: This information is provided to members of the Board, but is to remain confidential).

A. MEMBER SERVICES

Membership. Our extensive campaign for new members and renewals finished the Spring bringing in 18 new members as of June 6/95. Renewals?

Regional Conferences. Bids have been solicited from members to host regional conferences. A great deal of interest has been expressed from the mid-west where we have had no conference for the last two years. Sadly, we were unable to come to terms with our Western Conference coordinator from last year, Fred Levy.

College Broadcaster. The Fall Issue is in production with a July 15th deadline for content. Remember you can check out excerpts from CB through eWorld.

MemberNewsFax. The next one is scheduled for the end of the month. The National95 will be featured prominently in each from now through November.

OnLine Services. CB and other information continues to be available in the "Sound & Vision" area of eWorld's "College Life". NACB plans to be holding online conferences through eWorld beginning at the end of July on a monthly or more regular basis. The Listserv continues to be used regularly (~5 messages per day). Apple computer has offered us use of their WEB site, and we should be able to start putting information on as early as the last week of July. The parameters of our usage have not been approved yet.

U Network. The campaign for new affiliates and renewals for the fall will begin the last week of July or the first week of August. As NATPE has not renewed, the situation for U Network funding is increasingly desperate. The plan is to book only the number of feed hours we can project affording from U-ffiliate fees, and add hours as additional U Network funding. Any suggestions regarding cheap or free satellite time are welcome.

B. DEVELOPMENT & EXTERNAL RELATIONS

Event Sponsorships. KC is going full tilt on major National95 sponsors, and plans to begin other National95 sponsorships once these are done. MM and KC have been travelling to NYC for personal meetings with major sponsors every second Wednesday since May. Such NYC meetings are expected to continue indefinitely.

Campaigns, Grant Programs & Special Projects. The Radio Creative Fund PSA contest has been rolled forward. Skirball Foundation ($25,000) is on hold til at least August. Paley Foundation (seeking $25,000 per year) and Milken are still in process.

Other Conferences & Events. MM attended NCTA (Cable TV) in Dallas May 8 -10. Highlights were meeting with Glen Jones (Jones Intercable) and John Malone (TCI), two heavyweights in the cable services industry. MM also met with Bruce DuMont of the Museum of Broadcast Communications (MBC) in Chicago on May 11th to talk about working with them, and bringing them into a Mid-western Regional. We were unable to attend PROMAX (broadcast marketing) in Washington, DC June 6 - 10 because of pressing work at the time, the projected cost (as free accomodation fell through), and the absense that week of key Washington-based people to meet. MM attended the Alliance for Community Media (ACM) conference in Boston July 7th, and spoke on a panel about "Diversification of Funding".

External Relationships. MM has been in contact with BEA about setting up a joint online service to save money for the two organizations, and other non-profit industry assoications who might join in.

Sales and Marketing Report. CB Fall did not top $10,000, and we have currently halted consideration of increasing page size to 40 or 48. Mailing lists sales have slowed into the summer, but have been surprisingly strong since July began.

C. PERSONNEL & FINANCES

Finances. Cash reserves now sit at just over $12000. A/Ps are currently more than A/Rs by about $2000, and with our annual media kit printing coming up, we are no longer near our $20,000 buffer. Major A/R is CB Summer (~$4,000). Major A/P is media kit (~$4000).

Staff. The following 8 interns are at work in the office: Rich Einig (music marketing for national), Pamela Young (development assistance), William Fiore (writing & general), Jennifer Nast (awards program), Rebecca Starr (general assistance), Tom Brassil (production & general), Sarah Margolis (awards program), Francis Vinluan (writing & general).

General News. You may think it is early, but all four of us office staff are focussed on the National95 already, and it won't end ...

NOTES:

From: Dan Moldover, National Association of College Broadcasters

To: Mark Richards, NetCom Online Communication Services

Re: Proposal for College Media Trade-out

This proposal will specifically address what is required of Netcom Online Communication Services, hereafter known as Netcom, and what will be expected of the National Association of College Broadcasters, hereafter known as the NACB.

On a trial basis of six months, Netcom will provide free of charge a Netcruiser account for up to 20 college radio and/or television station that are currently members of the NACB. These stations can include Television, AM, FM, broadcast, cable, carrier current and any other transmission method that qualifies them for membership with the NACB and any combination of the above. Additionally, these stations will be chosen by the NACB, using whatever method they may choose.

The only requirement made upon these stations is to make mention, at least five times at times of their choosing during their broadcast week, that Netcom provides Internet services connections and include in this announcement a place where more information can be obtained. The editorial content of these announcements shall be the sole discretion of the stations, so long as it conforms with any relevant local, state, or national laws. The station will be responsible for making these announcements for as long as it is using the service provided by Netcom free of charge.

It will be made known to the station that the purpose of these announcements is to entice new customers to the services that Netcom provides and that Netcom is a for-profit entity. The NACB shall not be held responsible for any act of its individual members or statements made by its individual member stations for or against Netcom. The NACB and its employees will not be responsible for enforcing the terms of this agreement.

At the end of the six month trial period, Netcom will consider an indefinite extension of this program and expansion to all NACB member stations on an as-requested basis. All future stations would be governed by the same terms as set forth in this agreement, unless modified by both Netcom and the NACB at some point as the program is reneogotiated. Netcom, at any time, may discontinue this program, with cause, after 30 days notice.

This proposal does not constitute a formal agreement between Netcom and the NACB, and merely reflects the suggestions for an agreement. This does not commit the NACB to anything, without the expressed written consent of the Executive Director, Mark MacLeod.

FAX TO: Mark, NACB - deliver ASAP

FROM: Glenn
6/27/95

Draft of Revised election procedure

as determined at the Summer '95 E-Board Meeting in Providence

Revise section 4.7 Voting; Proxies. (Change "Each ballot shall be signed..." to "Each ballot shall be secret and signed...")

Revise section 4.8 Organization. (After "The Executive Director or his assistant shall act as Secretary of the Meeting." add "The exception to these roles for the aforementioned officers is during the portion of any meeting relating to elections, as specified under section 5.3 Election.")

Revise section 5.3 Election. (Add at end of paragraph: Anyone desiring to be a Board candidate will be required to complete an application form prepared by the Corporation, provided free upon request. Qualified applicants will be strongly encouraged to submit other materials as determined by the Board. A Chief Reporting Officer (CRO) shall be appointed by majority vote of the Board to be in charge of elections. The CRO shall be a former Board member at the time of appointment. Her duties include: collection of all ballots received through any accepted manner, preparing a brief summary of each qualified candidate, security of the ballot box before and through the meeting, reading of all questions to Board candidates at the meeting, enforcing any time restrictions related to the election, counting and tallying of all ballots upon the voting deadline, and presenting the results to the Chairperson. The CRO will be solely designated in all election-related communication by name, address, facsimile, etc., as the proper recipient for all candidate application materials and ballots, unless it is less than three (3) days before the meeting, at which point materials should be directed to the Corporation. Any ballots or candidate materials received by anyone other than the CRO will be immediately forwarded to the CRO or, if it is less than three (3) days before the meeting, to the Corporation, but such materials will not be made visible to anyone other than the CRO unless the CRO specifies otherwise. An Associate Chief Reporting Officer (ACRO) chosen by the CRO with approval of the Board will be charged with verifying the CRO's ballot tally via a recount before disclosing the results to the Chairperson, and assuming the CRO's responsibilities if the CRO is incapable of doing so for any reason. Any discrepancy or disagreement between the CRO and ACRO will be settled by the Chairperson, whose judgment is final.)

The following should be included in the motion for revision of Election policies, and written down somewhere, but I do not think needs to be included in the Bylaws.

- Qualified applicants will be strongly encouraged to provide at least two (2) recommendation letters, a photograph, résumé, and short description of goals to be accomplished on the Board. All materials must be received no later than 30 days prior to the meeting. Late application forms will disqualify candidates; late supplementary materials will not be considered as part of the candidate's application.
- For those members not registered by the early registration discount deadline (this year, Oct. 25), ballots with a brief candidate summary (prepared by CRO) beside the corresponding candidate's photo (if provided) will be sent by the NACB office the day after the early registration deadline to the individual member or (if it is a station member) the main contact.
- All sent ballots must be postmarked 15 days before the start of the annual conference (this year, Nov. 1) and received by the CRO no later than three days before the meeting (this year, Nov. 13). Those coming to the conference may turn it in under the normal procedure.
- Current Board members will prepare questions (at least one per person) to be randomly assigned to candidates, and answered by candidates (one per person) at the meeting, selecting a number out of a box, corresponding to the list of questions held by the CRO. All of these questions will be sent in advance to all qualified candidates for review. Board members will also jointly prepare personally-directed questions for each candidate (based on candidate materials submitted) upon arriving in Providence. These questions will NOT be disclosed until asked, one per person, at the meeting.
- Upon arriving in Providence, Board members will also assemble a clippings book of all candidate application materials that will be kept on display, along with numerous copies of the candidate summaries with attached photos, at the Board information table near conference registration. This table will be staffed throughout the conference by one current Board member.

other things agreed to at meeting

- By early registration deadline, Board members must submit a 50-100 word written statement of their feelings/experiences about the Board, good and bad, to NACB, attn: Holly Beretto, for compilation.
- Each Board member will be assigned approx. 25 station members who were attendees of N93 and/or N94 (LIST A) to call, and approx. 25 additional station members in the northeast who attended neither N93 nor N94 (LIST B).

To the staff:
The following is the text of a preliminary version of the letter to the next E-board from this years board.
josh

To the 1995 E-board:

We, the 1994 E-board, feel that there were irregularities in the election process this year. These irregularities have sparked a great deal of debate within the current E-board. In order to ensure that next years election procedure runs more smoothly, a list of recommendations is being drawn up for use in the election of the 1996 E-board.

While NACB has historically had a short institutional memory, we feel that the lessons learned this year are important, and should be passed on to future boards. Many of the staff and two E-boarders who were present this year will be active in the organization of next year's conference. We feel that these people will be able to take the lessons we learned from this election process and use them in implementing policies for future elections.

Love,
the 1994 E-board.

Attn: Mark

Attn: Ms. Kate Alson
Radio Station WMUA Fax #: (413) 545-4751

Dear Kate:

As per your request last ~~night~~ week during the Executive Board Meeting Conference call of the NACB, please accept these musings about my thoughts on what you might consider to include in the policy statement regarding "pre-election" and "during" election procedures to be held at the '95 National.

Pre-election Procedure Policy

1)During the business meeting, candidates for Executive Board Positions shall be permitted five (5) minutes for their presentation, with each presentation timed by an "outgoing" executive board member. A maximum of two minutes shall be for their presentation, with the remaining time permitted for questions. One question shall come from the board, asked on a rotating basis by board members, and the remaining questions shall/may come from the floor, but shall not exceed a maximum three (3) minute limit.

Election Procedure Policy

1)Maintain a sealed (locked) ballot box which is supervised by an election officer at all times during which ballots can be submitted.
2)No candidates are permitted in the election area either during election hours or when ballots are being tabulated.
3)During the vote tabulation process, there must be a minimum of two election officers present, and no one else is permitted. The votes must be tabulated in privacy, in a quiet room inaccessible by candidates or others (by anyone who is unauthorized).
4)The results must be placed in a sealed envelope and presented to the Executive Director immediately upon completion of tabulation. No one is permitted to discuss the results until they are announced at a time to be determined by Conference Personnel in advance of the conference. Failure to maintain confidentiality will result in severe reprimand by NACB officers and/or the Executive Board.

Kate: I hope this helps somewhat. . .on such short notice, I don't have a lot more to add. If I had more time, I could probably come up with an entire set of procedures.

Good luck, and don't hesitate to call me & discuss this or anything else! Good luck with your final paper & your temporary job!

Merry Christmas & Happy New Year! Its been a pleasure serving with you on the '94 E-Board! Your friend, Jim McCluskey

Mark,

Perhaps you could fax this on to Kate re: board meeting improvements. I'm not sure if my computer will fax it so I'll call to verify its arrival.

The board meeting should be run in an absolutely uniform matter. Regardless of how many minutes people get, it should be uniform.

If someone is to get 2 minutes to talk, and one audience question that should be it. No E-boarders teasing speakers, no E-boarders berating the crowd for questions.

Have the election chair run the meeting, and have that person be the only person to do it. They can run the clock, call on questionners from the audience, the E-board, whatever.

The next board can decide, based on the particular time constraints they have next year, how long people speak. That is not, repeat is not, the important thing to resolve. The important thing is that the next E-board have one person designated to run the whole thing in a professional manner.

Josh

STRICTLY CONFIDENTIAL

FY 95 Exp MM

	Payroll	Benefits	Compensa	Supplies	Computer	General	Network	Publ.	Taxes	Other co	NAB	Travel	Brown	N. Conf.	R. Conf.	NSC buys	Other	Advertisi	Devel.	Monthly	
July	3406.14	435.66	814	72.01	358.99	3.75	0	7977.14	1650.76	0	0	0	2500	0	0	0	0	0		17218.45	
Aug	3457.16	435.66	0	63.69	843.52	116.05	0	0	1459.34	0	0	339.8	0	0	0	0	850	0		7565.22	
Sep	3379.39	435.66	1500	180.08	358.99	78.75	3171.85	1200	1449.44	0	0	0	3000	194.04	6.83	12307.9	0	49		27311.88	
Oct	4439.56	435.66	500	253.69	402.48	3.75	962.77	5513.61	1462.54	0	0	0	0	3314	220	0	0	17.64		17525.7	
Nov	6215.31	871.32	1019.85	580.56	6083.99	155.82	2699.47	177	2095.84	0	0	524.24	4500	6965.06	0	4287.5	0	0		36175.96	
Dec	2805.41	576.81	0	226.51	676.6	147.45	205.35	0	2412.14	0	0	118.2	0	7069.65	15.18	0	0	17.64		14270.94	
Jan	5525.1	576.81	0	170.2	448.89	57	0	67.5	2455.71	0	0	0	0	3525.91	0	0	0	0		12827.12	
Feb	2980.64	0	136.5	0	366.49	14.28	0	5571.25	1632.86	0	0	0	0	0	152.26	2650	0	0		13504.28	
Mar	7511.86	606.71	0	102.09	440.65	70	0	2	1039.53	0	0	0	5000	6792.08	428.76	2450	0	0		24443.68	
Apr	4924.12	606.71	0	0	729.23	247.08	3694.5	5948.36	4271.36	0	83.44	97.68	0	1451.86	3072.24	3433.75	0	0	514.48	28560.33	
May	4924.12	606.71	650	312.05	274.49	558.68	0	5339.28	2189.59	107.5	294.07	78.11	10000	200	914.7	14094.6	71.61	0	1214.1	40615.43	
Jun	4942.18	606.71	0	114.27	0	0	312.74	1482.89	2072.94	637	344.49	0	2500	0	0	0	2452.1	0	102.9	15465.28	
total	54510.99	6194.42	4620.35	2075.15	10984.32	1452.61	11046.68	33279.03	24192.05	744.47	722.00	1158.03	27500.00	29512.60	4809.97	39223.65	3373.67	84.28	1831.47	255484.27	193717
	Payroll	Benefits	Compensa	Supplies	Computer	General	Network	Publ.	Taxes	Other co	NAB	Travel	Brown	N. Conf.	R. Conf.	NSC buys	Other	Advertisi	Dev.	total	w/out NSC

yearly est. expenses 95

STRICTLY CONFIDENTIAL

	Number	Amount	Monthly	Annual
Payroll	4	1200	4800	57,600
Compensation	4	100	400	4,800
Fed/Fica	1	1700	1700	20,400
RI tax	1	200	200	2,400
Benefits	1	600	600	7,200
Travel	1	200	200	2,400
Computer lease	1	360	360	4,320
Computer equipment	1	100	100	1,200
Brown	1	2500	2500	30,000
Supplies	1	250	250	3,000
Subtotals			11,110	133,320
Estimated expenses/annual				
National	1	60000		60,000
Awards	1	3000		3,000
U Network	12	900		10,800
CB & Postage	4	6000		24,000
Media Kit	1	5000		5,000
Station Handbook	1	2500		2,500
Regional Conferences	4	2500		10,000
Subtotal				115,300
Combined total				248,620
Contigency @ 15%				37,293
Grand total				285,913

yearly est. expenses 95

STRICTLY CONFIDENTIAL

	Number	Amount	Monthly	Annual
Payroll	4	1300	5200	62,400
Compensation	4	100	400	4,800
Fed/Fica	1	1700	1700	20,400
RI tax	1	200	200	2,400
Benefits	1	615	615	7,380
NY Travel	1	150	150	1,800
Conf. travel avg.	1	250	250	3,000
Computer lease	1	360	360	4,320
Computer equipment	1	100	100	1,200
Brown	1	2500	2500	30,000
Supplies	1	250	250	3,000
Subtotals			11,725	140,700
Estimated expenses/annual				
National	1	50000		50,000
Awards winners	1	3000		3,000
U Network				21,150
CB & Postage	4	6000		24,000
CB design	4	500		2,000
Media Kit	1	5000		5,000
Handbook dupes/design	1	2500		2,500
Regional Conferences	4	2500		10,000
Interep	1	40000		40,000
Subtotal				157,650
Combined total				298,350
Contigency @ 10%				29,835
Grand total				328,185

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

FAX COVER SHEET

Join us in Providence!

National '95: November 16-19 at the Rhode Island Convention Center, Providence, RI

Make plans now to attend the largest conference designed specifically for student radio and TV outlets to network with peers and professionals.

To register or for more information, call NACB.

TO: Joel Willer KNLU - FM
Northeast Louisiana U.
318-342-5665

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 8/31/95

OF PAGES TO FOLLOW 8

RE: **E Board Meeting Tonight**

Here is the package for the meeting tonight. See you at 9 PM!

August 27, 1995
Application to NACB Executive Board
by Eloise Greene, Ihaca College Manager of Television Operations

When I received a phone call years ago from Brown student Kerith Aronow asking if Ithaca College would be interested in participating in a new organization promoting the interests of college broadcasters, I enthusiastically said "Yes!" Since then, both ICTV and IC Radio have sent large contingents to the annual conference, I organized a regional conference at Ithaca in 1990, and ICTV has been a program supplier to UNetwork. The NACB fills a gap that other media organizations do not address.

Now, I believe it is time to assess where NACB is going.
- How can new, powerful friends in the media industry be developed?
- How can we keep the conferences fresh and interesting?
- In what directions should NACB's small staff be putting its energies? How can fundraising be assisted?
- Is the magazine in the proper format for wide readership or should it be an electronic journal?
- How can the West Coast be better integrated into NACB? •
- Are there any initiatives, such as electronic copyright, the organization should be tackling?
- How can alumni of college radio and television stations contribute to NACB?

In essence, what are priorities?

One area I would like to see improved is communication with member stations regarding staff activities and decisionmaking. I, for one, do not have a good sense of future plans. I do know the organization of the annual conference takes a tremendous amount of time, and the magazine and annual handbooks must also. Assessment of these activities needs to be ongoing.

As most pressing needs, I see
- developing new corporate benefactors
- improving the national conference with new topics and sectors, such as new product development, advertising agency participation, and the financial aspects of domestic and international broadcasting plus making sure awards nights is a professional production
- providing the magazine, schedules, and handbooks via the World Wide Web

Thank you for requesting my application.

Sincerely,

Eloise Greene

ELOISE SCHUMANN GREENE

100 Michigan Hollow Road
RD 1, Box 244
Danby, New York 14883
607/273-5547

EDUCATION

M.S. in Communications, Ithaca College, 1990
B.S. in Communications, Syracuse University, 1973
Major: Television /Radio

EMPLOYMENT

Manager of Television Operations - Roy H. Park School of Communications, Ithaca College, Ithaca, NY 1985-present

I manage, coordinate, and administer the policies and activities of the student-operated cable television organization, currently comprising more than 300 volunteers in 19 production units. Duties include:

- upgrading program technical and content standards; our programs have won local and national awards
- recruiting, instructing, supervising and evaluating the work of producers and executive staff
- advising students on production decisions; critiquing programs
- assisting students with managerial skills growth
- developing skills workshops for station personnel
- overseeing promotion activities, with a goal of building a national reputation for ICB-TV
- developing, administering, monitoring the budget
- recommending Station and School policies and procedures
- communicating with faculty, other College divisions, and community as appropriate
- coordinating facilities and scheduling
- planning special events

Market Researcher - RF Communications Group, Harris Corp., Rochester, NY 1984-85

Researched consumer and vendor markets for cellular mobile telephone products. Monitored FCC regulatory activity and cellular systems construction. The division folded.

Financial Planner/Sales Representative - IDS/American Express, Rochester, NY 1981-84

Client prospecting and servicing. Sold investment securities and insurance products.

Associate Director of Development - Wisconsin Educational Television Network (PBS), Madison, WI 1980-81

Responsible for developing and implementing the Network's successful, first on-air and direct mail fundraising campaigns. Recruited and trained volunteers, managed all production operations.

Television Program Coordinator - WOSU-TV (PBS), Ohio State University, Columbus, OH 1979-80

Managed traffic department, including program scheduling operations, on-air promotion, contract maintenance.

Promotion Manager - WCNY-TV/FM (PBS/NPR), Syracuse, NY 1975-79

In charge of creating and carrying out publicity and advertising plans; developed excellent press relations. Worked closely with art, membership, and program departments; supervised program guide editor. Established Speakers Bureau. Managed special events. (Promoted from Staff Engineer.)

OTHER

- Graduate Faculty Award, Roy H. Park School of Communications, 1989
- FCC First Class Radiotelephone license following study of broadcast electronics
- Published in a variety of periodicals
- Active member of National Association of College Broadcasters and (Ithaca) Cable Access Advisory Board

NACB Executive Board of Directors Application Form

(for January 1, 1995 - December 31, 1995 term)

Dear Applicant,

We are glad you are applying for a position on NACB's Executive Board of Directors. In addition to providing leadership and vision, there are other commitments of time that you are required to fulfill. Your Board duties can be expected to require approximately 4 to 8 hours per week of work time devoted to E Board / NACB projects. This would include:

i. Participation in bi-monthly Board conference calls. Serving on a rotating basis in chairing meetings or taking notes. Note: Members missing three meetings in a row, or a total of five, will be asked to resign from the Board.

ii. Attending two Board meetings in person in the spring and summer, and the NACB National in the Fall.

iii. Promoting and attending regional conferences (if required, NACB will assist paying for expenses).

iv. Serving as a regional representative to members. This includes phoning each member in your assigned area at least twice per year (in the spring and fall).

v. Assuming at least two areas of Board responsibility or Board projects.

vi. Other activities: Promote and field calls regarding NACB Conferences; write two member letters to be mailed in the spring and fall; participate in at least a one week internship at the National Office over Winter or Spring Break; update a section of Station Handbook; assist in NACB National operation; and prepare a section on activities for the annual report.

A. Basic Information

Name Michael Black Station/Department WEOS(FM)

School Hobart & William Smith Colleges

Address " " " "

City Geneva State NY Zip 14456

Home Phone #: (315) 789-1929 Fax #: (315) 781-3916

Station/Work #: (315) 781-3456 E Mail: Black@HWS.EDU

STUDENTS ONLY: Expected Year/month of Graduation ______ Major ______ (Minor) ______

FACULTY ONLY: Education Degree(s) BA SUNY Brockport, 1981 Communications & Meteorology

STUDENTS & FACULTY (See Resume For Details)

Media Experience: Involvement in any college and/or professional broadcasting, describe any courses taught, research specialties, productions, publications, or any other experience you feel is relevant, etc.

General Manager, WEOS(Fm) 1988-present; Senior Editor/Engineer, WHYY(TV) Philadelphia 1985-1988, Senior Editor/Engineer WXXI-TV Rochester 1982-1985, Engineer 1980-1982; Chief Engineer WASB Brockport 1979-1982, Engineer/Staff 1978-198 WBSU Brockport, WBKT Fm Brockport Station manager 1976-1978, Freelance work for various Broadcast Agencies - ESPN, BIG East Network, CBS, Home Team Sports, NEGN, etc.

B. Essay. Answer the following questions in approximately 250 words (typed or written clearly) on an attached document.

a. What inspired you to run for a position on the NACB Executive Board?

b. What projects would you want NACB to develop or become involved in during the next year? Be specific.

C. Resume. Attach a copy of your resume.

D. Letters of Recommendation. You are strongly encouraged to attach at least two letters of recommendation from appropriate sources (i.e. faculty advisor, staff, supervisory students).

Please return this application by November 1, 1994 to:
Executive Board Applications, NACB, 71 George St., Providence, RI 02912-1824 (fax: 401/863-2221)

Note: You or your station must be a member of NACB to be eligible. You must not be a senior graduating in May. Consult the NACB by-laws in the Station Handbook for further information. Call 401/863-2225 with any questions.

Resume of
Michael R. Black

Audio Engineer, Audio Assistant, Videotape, Video Engineer for Television Remotes
On-Line Videotape Editor, Broadcast Television & Post Production Engineer
Audio Operator, Producer, Announcer, Engineer, Manager for Broadcast Radio

Employment History

1988 -	General Manager - WEOS(FM) Geneva, NY
1985 - 1988	Broadcast Engineer/Editor - WHYY-TV Philadelphia
1981 - 1985	Broadcast Engineer/Editor - WXXI-TV Rochester, NY
1979 - 1983	Chief Engineer - WWBK Brockport, NY
1978 - 1981	Announcer and Production Director - WWBK
1978 - 1981	Staff Announcer and Engineer - WBSU, Brockport
1975 - 1978	Station Manager - WBKT-FM, Brockport, NY

Freelance Broadcast Work

CBS, NBC, ESPN, Big East Network, SportsChannel, Home Team Sports, Prime Sports, CTV, NPR, Xerox, Eastman Kodak, MTV Networks, ABC Radio, AP Radio, WXXI-TV, New England Sports Network.
Board of Directors, Eastern Public Radio

Skills

Audio, Video, Videotape, Editor, EIC for Television,
Audio, Announcer, Producer, Production, RF, Maintenance for Radio
Studio Construction and Design , Remote broadcast Producer/Engineer

Awards

Emmy Award Nomination, Editing (3)
U.S. Intercollegiate Lacrosse Association Media Person of the Year, 1994
Edited productions have awards from NATAS (Emmy Awards), New York Film Festival, Associated Press, Corporation for Public Broadcasting, Gabriel Awards, and New York State Broadcasters Association.

Email:	Black@hws.edu	Phone:	315-789-1929
Home:	29 Grove Street	Office:	315-781-3456
	Geneva, NY 14456	Fax:	315-781-3916

WEOS
FM 89.7
GENEVA, NY 14456

HOBART AND WILLIAM SMITH COLLEGES
(315) 781-3456

Why do I want to be on the NACB Board? Besides being invited, I feel NACB is a great organization for not only its members, but for radio and television in general. The NACB has grown and expanded its scope to help all levels of non-commercial and commercial college and community broadcasters to share information for the growth of the medium. I feel that NACB continues to do an outstanding job to enlighten the broadcast community it serves in all aspects of the industry, especially in these ever changing times. I feel that I can bring over 20 years of non-commercial broadcast experience to the board, including the aspects of high school, college, and community radio, and also public tv at the professional level. I also have experience in commercial radio and in television and radio production at the national level, through my freelance work, and through WEOS productions. Now my focus is primarily as the advisor/manager of a college station that has a strong community mission, in addition to the services of providing both activity and vocational functions for the students. I feel that my experiences can be of benefit to the organization as it tries to provide guidance, help, and other functions for its membership. From the activity of the NACB listserv and also the questions from other sources shows the organization is a valuable tool for the constituency and that there is a lot of work to be done to continue to service this group.

If I were elected, i would like to see the NACB work on a couple of things. One is to continue to exploit the Internet with online resources for the members, a searchable FCC rulebook, or better, a legal guide for the most common questions. Perhaps the "handbook" could be web accessible. In addition, I would like to work on some joint projects for developing radio stations to work cooperatively on productions for national distribution. Like the UNET, which is basically TV, I would like to work on a project that could make this programming available to stations regularly, perhaps with seeking of grants for equipment purchase, to enable stations to receive this and other programming, but also to possibly be a gateway for distribution. In addition, I would like to see stations exchange programs between them, as joint productions. An example, especially in these tight budgets, would be sports productions. If Station A is broadcating their team at home against station B's team, and station B can not afford to send someone, why not "co-produce" the game, letting station A feed station B a game that would not normally be broadcast? both stations benefit. I would like to see this type of cooperation exercised for the benefit of stations. Those are a few of the ideas I would like to see developed. I hope that my experience and talent can be used by the board and organization as the NACB continues to grow.

NACB EXECUTIVE BOARD OFFICE BRIEF

FOR MEETING OF THURSDAY AUGUST 31, 1995, 9 PM EST.
(Note: This information is provided to members of the Board, but is to remain confidential).

A. MEMBER SERVICES

Membership. September is our single biggest period for renewals. Promo materials have been mailed.
Regional Conferences. KH is still in the process of finalizing hosts for next Spring's Regional Conferences.
College Broadcaster. The Fall Issue is in the mail. The Winter Issue will begin production soon with a Sep 22nd deadline for content. Board members are invited to offer written materials.
MemberNewsFax. The next one is going out tonight with the announcement of the 1995 Awards Finalists as the feature. The National95 will be featured prominently in each news fax from now through November.
OnLine Services. CB and other information continues to be available in the "Sound & Vision" area of eWorld's "College Life". NACB online conferences through eWorld will begin Sep 28, and run Oct. 12 & 26, Nov 9 & 30, and Dec 7. The Listserv continues to be used regularly (~5 messages per day).
U Network. The campaign for new affiliates and renewals for the fall began in mid-August. NATPE is being pursued for support funding to air and promote their video programming offerings. Affiliate fees this year are $150 for NACB members, and $250 for non-members.

B. DEVELOPMENT & EXTERNAL RELATIONS

Event Sponsorships. KC is still going full tilt on major National95 sponsors, and has begun other National95 sponsorships. MM will pursue radio sponsors in person at NAB Radio95 (Sep 6-9). MM and KC continue to travel to NYC for personal meetings with major sponsors every second Wednesday or so.
Campaigns, Grant Programs & Special Projects. The Radio Creative Fund PSA contest has been rolled forward ($25,000). Skirball Foundation ($20,000) and Paley Foundation ($10,000) came through.
Other Conferences & Events. MM attended MACWORLD (Computers) in Boston August 11. Highlights were meeting with Scott Campbell (Radius) to nail down NACB's relationship in light of their "loan" of equipment. MM will attend the NAB'95 show in New Orleans Sep 6-9, and will focus on radio sponsorships for N95.
External Relationships. MM has been building a relationship with the Photography Dept. at RISD with internships and equipment sharing/rental in mind.
Sales and Marketing Report. CB Fall ended up topping $10,000 after all!. Kudos to JF for a great job. Interep has been hot and heavy with requests for station info, and we may well have a record term for national sales cooperative action.

C. PERSONNEL & FINANCES

Finances. Cash reserves now sit at approximately $30,000. A/Ps are currently more than A/Rs by about $5000, so we are hanging just above our $20,000 buffer. Major A/R is CB Fall (~$10,000). Major A/P is media kit (~$5000).
Staff. The following 4 interns have finished their term work in the office: Pamela Young (development assistance), William Fiore (writing & general), Jennifer Nast (awards program), and Francis Vinluan (writing & general).
Rich Einig (music marketing for national), Tom Brassil (production & general), and Sarah Margolis (U Network) will continue from the summer into the Fall. Ben Roth (U Network production) has begun a Fall internship.

General News. Students are back, and swarming over the Brown campus. Seventy-six days to the conference...

NOTES:

NACB EXECUTIVE BOARD MEETING AGENDA

FOR MEETING OF TUESDAY AUGUST 31 1995, 9:00 PM EST.

NOTE: Submissions to be included on the Agenda must be at the Office no later than 4 working days before the meeting.

Key to initials used in text.
E-Board Members - **GG**: Glenn Gutmacher (Chair), **JMc**: Jim McCluskey, **DM**: Dan Moldover, **JMo**: Josh Motroni, **JW**: Joel Willer. Staff - **MM**: Mark MacLeod (Executive Director), **JF**: JoAnn Forgit (Publications & Sales/CFO), **KC**: Kelley Cunningham (Development Direcetor), **KH**: Kristine Hendrickson (Conferences & Member Relations).

9:00 PM A. Call to Order. Establishment of Meeting Chair & Secretary (GG/DM)

B. Approval of Previous Minutes (GG): None available

C. Approval of Agenda (GG)

9:05 PM D. Previous Business (5 minutes each)

- i. Regional Contact Responsibilities (MM) - KH will contact members.
- ii. NetCom Proposal (DM) -
- iii. Alumni Newsletter (HB?)
- iv. Board Recruitment (JW/DM)
- v. Personnel Policy Revisited (MM/JW)

9:20 PM E. Reports (5 minutes each)

- i. Office Report (MM) • Radius, Radio Creative Fund, Paley
- ii. F/S Board Report (JM)

9:30 PM F. New Business

- i. OnLine Operations (MM/DM): Listserv distractions, EWorld Conferences
- ii. NACB Long Term Planning (MM/GG)
- iii. Holly

G. Next meeting date: Sep 19, 1995 9^{30}PM EST

10 PM H. Adjournment (GG)

NACB Executive Board of Directors Application Form

(for January 1, 1996 - December 31, 1996 term)

Dear Applicant,
We are glad you are applying for a position on NACB's Executive Board of Directors. In addition to providing leadership and vision, there are other commitments of time that you are required to fulfill. Your Board duties can be expected to require approximately 4 to 8 hours per week of work time devoted to E Board / NACB projects. This would include:

i. Participation in bi-monthly conference calls. Possibly serving on a rotating basis as meeting Chair or Secretary. Note: Members missing three meetings in a row, or a total of five, will be asked to resign from the Board.

ii. Attending a Board meeting in person in the spring, and the NACB National in the Fall.

iii. Promoting and attending regional conferences (if required, NACB may assist paying for expenses).

iv. Serving as a regional representative to members. This includes phoning each member in your assigned area at least twice per year (in the spring and fall).

v. Assuming at least two Board responsibilities or Board projects.

vi. Other activities: Promote and field calls regarding NACB Conferences; draft two member letters to be mailed in the spring and fall; participate in at least a one week internship at the National Office over Winter or Spring Break; update a section of the Station Handbook; assist in NACB National operations; and prepare a section on activities for the annual report.

A. Basic information: Student Application: ____ or Non-student Application: ____

Name ______________________ Station/Department ______________________

School ____

Address ____

City ______________________ State ____________ Zip ________

Home Phone #: ( ) ______________ Fax #: ( ) ______________

Station/Work #: ( ) ______________ E Mail: ______________

(STUDENTS ONLY: Expected Year/month of Graduation ______ Major ________ (Minor) ________)

(FACULTY ONLY: Education Degree(s) ______________________________)

STUDENTS & FACULTY
Media Experience: Involvement in any student and/or professional broadcasting, describe any courses taught, research specialties, productions, publications, or any other experience you feel is relevant, etc.

____

____

____

B. **Essay**. Answer the following in approximately 250 words (typed or written clearly) on an attached document.
a. What inspired you to run for a position on the NACB Executive Board?
b. What projects would you want NACB to develop or become involved in during the next year? Be specific.

C. **Resume.** Attach a copy of your resume.

D. **Letters of Recommendation.** You are strongly encouraged to attach at least two letters of recommendation from appropriate sources (i.e. faculty advisor, staff, supervisory students).

Please return this application by November 1, 1995 to:

Executive Board Applications, NACB, 71 George St., Providence, RI 02912-1824 (fax: 401/863-2221)

Note: You or your station must be a member of NACB for you to be eligible. You must not be a senior graduating in May of 1996. Consult the NACB by-laws in the Station Handbook for further information or call 401/863-2225.

9/19 Phone #s

→ 1. Conferences (Joel), Mike & Eloise
2. finances - Glen & Eloise
3. Marketing + Promo - Glen & Josh
→ 4. Membership - (Joel) & Jim
5. Network & Prog. Mike, Mark, Dan
6. Publications Jim Mark
7. Spec. Projects Josh, Mark, Dan

- 5 yr plan revisions due to office by 10/13

- Keep Friday open for business mtg + electronic

- Oct 12 9$^{00}_{p}$ EST Studio Technology e-world conference.

- In by 12 noon Wed 11/15 of Conference

- Oct 9$^{15}_{p}$ CST E-Board

black@hws.edu
Mike - 315-781-3456
3916 FAX
Eloise - 607-274-3244
7664 FAX
eloise@ithaca.edu.

TO: Mark MacLeod

FROM: Joel Willer

RE: 5 Year Plan

DATE: October 1, 1995

Okay, so the question is "where do we go from here?" Having reviewed the 1994 Five Year Plan, I believe most of the goals already stated are still valid and I see no need for any revolutionary re-writes.

As a first-term E-Board member, I must say I still feel like I am just getting up to speed with the operation of the organization. For much of this year we have also been handicapped because of absences/vacancies of other board seats. I think we are fortunate to have two very qualified professionals as new board members--individuals who are already well acquainted with the operation of the organization (particularly the national conference).

Having said all of that, I think the most efficient course of action for the remainder of this year is for us to limit our focus. The existing Five Year Plan, while very good, is very broad and overwhelming in its scope. I would propose that we use this exercise to prioritize the goals in that plan and direct the unified efforts of the Board toward the most critical needs of the organization, rather than each Board member separately addressing scattered projects.

Our assignment was to propose two areas on which to concentrate. Two goals in the current plan appear to me to be very complementary: Expansion of regional conferences (p. 1) and developing the membership base/implementing a chapter system (pp. 9 & 11). Both of these goals point toward expanding the geographic impact of the organization (an ambition in which, I believe, Eloise has also expressed interest). Perhaps the first step in this direction is to follow through with the already-discussed regional call-out contacts by Board members. I think the Board could also support the office staff in work toward the existing regionals (I am certainly not proposing that we second guess the staff and/or micro-manage the regionals). Later we might consider establishing regional representatives (from outside the Board), and then ultimately chapters. The goal of each of these steps would be to establish additional on-going contact with the membership and to encourage the sharing of ideas between members. Developing the membership will benefit many of the other goals in the Five Year Plan and will help to ensure the continued health of the organization.

Again, I favor concentrating the efforts of the Board for the remainder of this term--if we try a too-broad approach we risk being overpowered. As the hour is now late, I will save further discussion for the conference call....

91ONE
KNLU

Facsimile Cover Sheet

To: MARK MacLEOD
Company: NACB
Phone: 401/863-2225
Fax: 401/863-2221

From: Joel R. Willer, General Manager
Company: KNLU/Northeast Louisiana University
Phone: 318/342-1426
Fax: 318/342-5665

Date: October 1, 1995
Pages including this cover page: 2

Comments:

TALK TO YOU SOON.

130 Stubbs Hall • Northeast Louisiana University • Monroe, Louisiana 71209-8821 • 318/342-5658

Mark – MacLeod@Brown.edu

(Draft 7/19/95)

1. Each employee is entitled to ten (10) days paid vacation leave each year. An employee in their first year of employment is eligible for five (5) of these vacation days after six (6) months of full-time employment, and is eligible for the remainder after nine (9) months. All vacation leave must be taken within the year in which earned with the exception of an employee's first year of employment in which case an employee may carry over five (5) days of vacation for use in the first six (6) months of the employee's second year of employment. The scheduling of vacation leave is to be subject to the approval of the Executive Director.

2. Each employee with an excess of six (6) months full-time employment is entitled to an additional five (5) days of vacation leave during the period of late December through early January.

3. Each employee is entitled to all official holidays listed on the Brown University calendar.

4. Each employee is entitled to five (5) days paid sick leave each calendar year.

5. Each employee may be given time off without loss of pay, vacation leave, or sick leave when attending the funeral of a relative. Time off shall not exceed two (2) days on any one occasion. Relatives for purposes of this policy include the following:

- Mother
- Father
- Grandmother
- Grandfather
- Child
- Grandchild
- Brother
- Sister
- Spouse
- Mother-in-law
- Father-in-law

6. Each employee is entitled to two (2) days compensatory leave following the national conference.

7. In addition to item #6 above, employees may be granted compensatory leave up to five (5) days per calendar year. Such compensatory leave is to be approved by the Executive Director for work performed in excess of the normal work week.

8. Upon employment separation, there is no provision for payment of unused vacation leave, sick leave, or compensatory leave. Upon employment separation, all accrued leave is canceled.

91ONE
KNLU

Facsimile Cover Sheet

To: MARK MacLEOD
Company: NACB
Phone: 401/863-2225
Fax: 401/863-2221

From: Joel R. Willer, General Manager
Company: KNLU/Northeast Louisiana University
Phone: 318/342-1426
Fax: 318/342-5665

Date: October 15, 1995
Pages including this cover page: 3

Comments:

Talk to you Tuesday.

130 Stubbs Hall • Northeast Louisiana University • Monroe, Louisiana 71209-8821 • 318/342-5658

TO: Mark, Eloise, Mike, and Jim

FROM: Joel Willer

RE: 5-Year Plan

DATE: October 15, 1995

After talking with Jim and corresponding with Mike and Eloise, here are some of my thoughts regarding the Conferences and Memberships sections of the 5-year plan:

The existing version of the plan provides a good, general discussion of some of the basic issues facing the organization. However, because the plan is very general it is very difficult to know where to start toward realizing the plan or to measure progess. My major recommendation would be to take the goals already stated and break them down into a timetable. This timetable would prioritize and organize our efforts, and would need to be adjusted over time based on our accomplishments.

I see a great deal of necessary overlap in the Conferences and Membership sections--primarily because I see a great need for the organization to reach out geographically in order to bolster its membership. The regional conferences (and possibly state conferences) are a natural way to extend our impact, thereby making the organization more relevant and attractive to existing and prospective members.

The following timetable lists my suggestions for both Membership and Conferences (most of these ideas were already discussed in the previous 5-year plan):

Year 1

- Forge partnerships for regional conferences (WICI, BEA, CMA, PRSSA, AEJMC, SEJC, NBS-AEP, RTNDA, state broadcasters' associations, etc.). Cooperative efforts with complementary organizations could enhance the magnitude, enthusiasm, and success of the regional conferences. Because many organizations schedule their meetings well in advance, we need to quickly establish a dialogue toward joint regional meetings. Contacts this year will be directed toward a pilot joint regional conference for at least one of our four regions by Year 2.

- Regional Coordinators--establish an active volunteer representing each region to enhance contact between the national office and the membership. The RC would participate in call-outs to the members in his/her region and would work with the host school to organize and promote the respective regionals.

Year 2

- Chapter system--design a system to encourage activity within and between nearby schools. Activity at the local levels should translate to additional interest in the regionals. Review and implement any necessary changes in the Bylaws during the national conference this year.

- Pilot joint regional conference.

- Additional cooperative regional conferences--plan now for additional joint regional conferences (from the remaining existing regions) for Years 3 and 4. Success with joint conferences might allow us to expand the number of regional offerings in later years.

Year 3
- Additional joint regional conference(s).

- Formalize first chapters.

- Increase drive toward individual/professional members.

Year 4
- State Directors--assuming increased activity within some regions, state directors might be necessary to support regional coordinators.

Year 5
- Test state conference(s) in those state with a large number of members (northeast and CA).

I don't feel I can adequately address the development of other membership services (and the evaluation of existing services), which should somehow be added to the above timetable. Obviously, in order to preserve and grow the numbers of members, those memberships must include something of value. The conferences are only one of the services of this organization which our members should appreciate.

My timetable above is not meant to replace the language in the existing 5-year plan; rather, it is intended to give the existing plan additional structure. I have not elaborated on much of the underlying reasons _why_ I have included these items on my timetable because I agree with the explanations in the existing document.

From: SMTP%"ELOISE@ithaca.edu" 17-OCT-1995 10:24:24.02
To: TVWILLER
CC:
Subj: conferences

MR-Received: by mta ITHACA.MUAS; Relayed; Tue, 17 Oct 1995 11:18:27 -0400
MR-Received: by mta IC1; Relayed; Tue, 17 Oct 1995 11:18:32 -0400
Disclose-recipients: prohibited
Date: Tue, 17 Oct 1995 11:18:27 -0400 (EDT)
From: ELOISE <ELOISE@ithaca.edu>
Subject: conferences
To: tvwiller@alpha.nlu.edu, black@hws.edu
Message-id: <9327181117101995/A66060/IC1/119A8ABB0500*@MHS>
Autoforwarded: false
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT
Importance: normal
Priority: normal
Sensitivity: Company-Confidential
UA-content-id: 119A8ABB0500
X400-MTS-identifier: [;9327181117101995/A66060/IC1]
Hop-count: 1

I worked this last weekend on the Finance part of the 5 year plan and faxed that to Mark M. and Glenn G. yesterday, thus I have not had the time to concentrate on the Conferences section except as regard to finances. (apparently I ruffled feathers when I requested financial statements; I didn't aks right). I included the National COnference as potential major profit center, netting, after expenses $20k, $22k, $25k, and $30K, in the years 96, 97, 98, 99 respectively from a combination of registration money, underwritten awards and functions, and underwriting of the "tracks" ie. The Technology Track could be underwritten by Netscape, Inc. or other company, who would also have a physical presence at conference. Where did these projected numbers come from? Just out of my head, and they are to be adjusted by the NACB staff or boards (I'm not sure who actually decides - a question for this evening) to realistic goals - they are just a jumping off point for discussion. As to Regional Conferences, they should break even, but whether they could generate revenue for NACB is questionable.

I do have a question regarding the scheduling of the National. On page 5 of the E board handbook, it says that Nat'l Conf. registration rose dramatically in 1993 largely due to moving the date two weeks prior to Thanksgiving from one week prior. Now, in 1995, we are back to one week prior. It has made a big difference to the attendance from my school - instead of more than a dozen wanting to attend from TV I have four due to conference weekend. But I wonder if it is better for other campuses?
Eloise

10/17

45 stations / 161 people - Conference
Nov 7-9 - 1996 Conference
Phone out list by Friday

---

100 word summary of accomplishments to Eloise
by Oct 25

Nov 9 - 9^{00} CST Next mtg

Wed ~~10 EST~~ 9CST

→ ~~Call Mark after Class on Wed~~

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A. 401.863.2225, fax:2221, eMail: nacb@aol.com

FAX COVER SHEET

Join us in Providence!

National '95: November 16-19 at the Rhode Island Convention Center, Providence, RI
Make plans now to attend the largest conference designed specifically for student radio and TV outlets to network with peers and professionals.
To register or for more information, call NACB.

TO: Joel Willer
Northeast Louisiana U.
318-342-5665

KNLU - FM

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 10/16/95

# OF PAGES TO FOLLOW: 8

RE: **E Board Meeting Tuesday Night**

Although the meeting may not start until 10:15 PM, please make yourself available at 10 PM in case we are able to start early.

I will be in New York during the day on Tuesday, so you will not be able to reach me.

Speak to you tomorrow night.

Mark

NACB Executive Board Meeting Agenda

FOR MEETING OF TUESDAY OCTOBER 17 1995, 10:15 PM EST

Note submissions to be included on the Agenda must be delivered to the office no later than 4 days before the meeting.

Key to Initials used: Board: MB: Michael Block, EG: Eloise Green, GG: Glenn Gutmacher (Chair), JMc: Jim McCluskey, DM: Dan Moldover (Sect.), JMo: Josh Motroni, & JW: Joel Willer. Staff: KC: Kelley Cunningham (Development Director), JF: JoAnn Forgit (Sales & Publications), KH: Kristina Hendrickson (Conferences & Member Relations), & MM. Mark Macleod (Executive Director).

10:15 PM A. Call to Order (GG): Establishment of Chair & Secretary (GG/DM)

B. Approval of Previous Minutes (GG): Minutes of August 31 & Sep 19.

C. Approval of Agenda (GG)

10:20 PM D. Previous Business (~ 2.5 minutes each)
- i. Regional Contact Responsibilities (MM & KH) • KH will speak briefly about committment to phone outs
- ii. Board Recruitment (JW/DM) • Discussion of methods
- iii. Board Elections at National (NK) • Review of plans
- iv. NetCom (DM) • Update
- v. eWorld Conferences (MM) • Next: Oct 26th " A National Student Satellite Programming Network?"

10:35 PM E. Reports (~2.5 minutes each)
- i. Office Report (MM) • Tartikoff & WWW
- ii. FS Board Report (JMc)

10:40 PM F. New Business (~10 minutes each)
- i. Long Term Planning (MM/GG) • Review of progress
- ii. Executive Director Evaluation (GG/DM) • Report on evaluation

G. Next Meeting Date (MM) • Nov 7th 9 PM

11:00 PM H. Adjournment (GG)

N A C B

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TO: Joel Willer
Northeast Louisiana U.
318-342-5665
KNLU - FM

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 10/16/95

OF PAGES TO FOLLOW: 8

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Speak to you tomorrow night.

Mark

OCT 17 '95 09:55 617 376 6700 ATT

NACB Executive Board Meeting Agenda

FOR MEETING OF TUESDAY OCTOBER 17 1995, 10:15 PM EST

Note submissions to be included on the Agenda must be delivered to the office no later than 4 days before the meeting.

Key to initials used: Board: MB: Michael Black, EG: Eloise Green, GG: Glenn Gutmacher (Chair), JMc: Jim McCluskey, DM: Dan Moldover (Sect.), JMo: Josh Motroni, & JW: Joel Willer. Staff: KC: Kelley Cunningham (Development Director), JF: JoAnn Forgit (Sales & Publications), KH: Kristine Hendrickson (Conferences & Member Relations), & MM: Mark Macleod (Executive Director).

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- ii. Executive Director Evaluation (GG/DM) • Report on evaluation

G. Next Meeting Date (MM) • Nov 7th 9 PM

11:00 PM H. Adjournment (GG)

Executive Board Minutes

August 31,1995

A. Roll Call

Dan, Glen, Jim, Joel, Mark,

B. Call to Order 9:03

C. Establishment of Chair and Secretary: Glen Guttmacher and Dan Moldover

No Minutes available

D. Approval of Minutes and Agenda

E. Previous Business

Regional Contact responsibilities - KH will contact board members in the next couple of weeks if she wants call outs to regions to get people to come to the national conference.

NetCom - Nothing has come from NetCom regarding the proposal. Dan will call them Friday to check up.

Alumni Newsletter - No progress

Recruitment - Two applications were sent out to members: Eloise Green for a student position. Michael Black for a faculty position. Jim moves to appoint Eloise Green to the E-board as a replacement member to fill the remainder of the 1995 term. Joel Seconds. Unanimous Aye.

Jim Moves that Michael R. Black be appointed to the board in the faculty position for the remainder of the 1995 term. Joel Seconds. Unanimously approved.

Personnel Policy revisited - MM reported staff thought that the paid leave policy he previously brought to the Board for approval allowed too much time off. Mark may bring back an updated policy for a future meeting. Jim would like to commend the staff for their dedication to the organization in not wanting more vacation.

Credit Card - MM has received no information in writing. He will have to pursue this further. Board gives tactic approval, as long as the up front cost is not above $500.00

F. Office Report -

Recent large revenues have been secured: $25,000 from Radio Creative Fund, $10,000 from Paley, $20,000 from Skirball. Our cash position looks to be in good shape, but many expenses are on the way from the conference. Interns were very good from this past summer.

F/S report - Board is still looking for applicants. Applications should be submitted by 10/1/95 for next year's board. Jim **may** be the next head of the board to replace Nancy Kaplan. Faculty is now gearing up for the conference. F/S board is **not** doing any panel or presentation at BEA. They will be doing a presentation on advising student media at the National.

Nancy Kaplan agreed to serve as CRO, and will attend the conference.

G. New Business

Listserv distractions - Mark suggests again that the NACB ignores Burt's posts. JF has suggested she will contact the administrator of the school system. We should not change the Listserv. All agreed that we will not respond to Burt's messages that are counter to the purpose of the list.

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A. 401.863.2225, fax:2221, eMail: nacb@aol.co

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TO: Joel Willer KNLU - FM
Northeast Louisiana U.
318-342-5665

FROM: Kristine Hendrickson, Conf. & Mem. Relations
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 10/17/95

# OF PAGES TO FOLLOW

RE: **F/S Board application**

Joel,

Here is the F/S application. Please fax it back to me as soon as possible. The deadline for contacting applicants is November 1, 1995 - and we are going over the other entries on tonight's F/S call.

If you have any questions, feel free to give me a ring.

Also the info for tonight's meeting.

NACB Faculty/Staff Advisory Board Application Form

(for January 1, 1996- December 31, 1996 term)

Dear Applicant,

We are glad you are applying for a position on NACB's Faculty/Staff Advisory Board. In addition to providing leadership and vision, t are other commitments of time that you are required to fulfill. Your Board duties can be expected to require an average of 2 to 8 hours month of work time devoted to F/S Board and NACB projects. This would include:

i. Participation in monthly Board conference calls.
ii. Chairing one of the NACB F/S Board Committees
iii. Attending the NACB National in the Fall.
iv. Promoting and attending regional conferences and/or other related events

A. Background and Mission

The Faculty/Staff Advisory Board developed out of the belief that NACB should do more for the faculty and staff advisors to student stat within its membership. Because they are an integral part of both our association and the student stations they serve, there is the notion tha helping them confront issues related to their position, further benefits are extended to the students they deal with. By involving more individuals at all levels, the association not only grows in membership, but also in strength and purpose. In addition, it is believed that th experience and stability of those thoroughly involved in academia, lends continuity to NACB, thereby ensuring its commitment to educa and continued growth.

The Mission of the F/S Board should be considered threefold:

i. To ensure NACB's commitment to education and the student pursuit of excellence through active involvement in core membe services.

ii. To facilitate NACB's involvement in curricula-based issues such as course design and instruction, tenure and promotion and research.

iii. To develop and follow priorities of NACB's vision; help build both membership and the presence of the organization; assist wi fostering relationships between other organizations and individuals with similar goals; assist with solicitation of necessary funding for member-based projects.

B. Basic Information

Name ______________________ Station/Department ______________________
School ______________________
Address ______________________
City ______________________ State ______________ Zip ______________
Home Phone #: (   ) ______________________ Fax #: (   ) ______________________
Station/Work #: (   ) ______________________ E Mail: ______________________
Education Degree(s) ______________________

C. Support Materials

1. A letter stating why you would like to be active on the F/S Board, what areas of expertise/interest you are able to bring to the board, an how you feel you may best serve NACB.

2. CV/Resume

3. A list of references, including names, titles, addresses and telephone numbers (Minimum of two)

Please return this application by October 1, 1995 to:
F/S Board Applications, NACB, 71 George St., Providence, RI 02912-1824 (fax: 401/863-2221)

Note: You or your station/dept. must be a member of NACB to be eligible. Any questions about eligibility should be directed to the National Office. Consult the NACB by-laws in the Station Handbook for further information. Call Kristine at 401/863-2225 for additional assistance.

N A C B

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To register or for more information, call NACB.

TO: Joel Willer
Northeast Louisiana U.
318-342-5665

KNLU - FM

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 10/17/95

# OF PAGES TO FOLLOW

RE: Here is the info

Executive Board Minutes

September 19,1995

I Roll Call Dan, Joel, Eloise, Glenn, Michael

II Call to Order 9:12pm

III Minutes No minutes available.

IV Agenda Approved

V. Previous Business

- Elections - Nancy Kaplan, the Chief Returning Officer (CRO) for the National '95, has been advised that she must be present all day on Friday to count and run the elections.
- NetCom - A brief summery of what has gone on was given for the benefit of the new board members. Dan is also working on getting a Web site for the NACB.
- Eworld - They are now promising a December date for IBM access. A summery of NACB's involvement with Eworld was given to the new board members. There is an online conference before the next E-board meeting on Sept. 28 at 9 p.m.. Eloise will join in the E-conference.
- Long Term Plan - Board members should pick an area of the long term plan that they would like to work on. Members should have this information in to Mark at least 3 days before the next meeting.
- Listserv - Robert Campnell is changing jobs and is turning over responsibility for the list to Michael Black. The Listserv is currently open to **all** people, members and non-members. This has some advantages and disadvantages. A new policy is that posters must be subscribers to the list. This will cut down on some of the "spamming" that exists on the Net. George Washington will continue to provide the list services.

VI. Reports

- F/S Board - ~~Only one~~ Two members ~~is~~ are staying on the board for next year, Larry Budner of RI College. Jim McCluskey Rhode Island college is also sponsoring an event for faculty and staff 8-10 on Fri.

Office Report -

- U Network may not be able to stay on C-band satellite past April. C-band satellite time has become prohibitively expensive. One idea: U Network may turn back into a kind of University Programming Exchange using Internet communications. The organization will stay involved as a dubbing service. Coarc may also stay on as a duplication service. Some sort of preview feature could be available on our Web page. U Network will stay on the air for this semester.
- Al Gore has expressed interest in speaking to the conference. One possibility is to have the Vice President appear via a teleconference. There are some backups possible. Gore's office has promised to have an answer by Friday.

VII New Business

- National 95 Report - Concerns were brought up about planning for this year's awards ceremony. Mark pointed out better planning for this year's conference. Also, the awards show will be the center of attention, so anything that interferes with it will be given less attention. The office is getting advice from other awards presenters on how to put together a well made show. The possibility was brought up about a local cable company or production company to organize the video and audio segments. We will also have the sponsors and finalists at a table for "instant" awards. (?) We will also have a collage of some of the best work of the year, as judged by the NACB. Questions were raised about the level of registration fees for the conference. After discussion, board members agreed with the increase in the cost. As an additional benefit this year, the office is attempting to bring in more food sponsors. Staff target is 1,000, budget is based on 750 attendees. The office is specifically targeting local schools. The board will be staying at the Biltmore or Holiday Inn. Board members should plan on arriving early for the conference. All members **MUST** be at the conference by 11 a.m. Thursday.
- Exectuive Director evaluation - Glen and Dan will be conducting an evaluation of the executive director, as his first 2 year contract will be up in December. A written report will be available by October 15th.

- College Broadcaster - Eloise had some concerns about the effectiveness of the magazine. At this point, the plan has been to increase revenue from the magazine. CB has consistently made money from the last 5 issues. The revenue that is brings in is worth the amount of time that is spent on it, including the ability to attract new members and corporate sponsorship.

VIII Next Meetings October 2, 10th and November 7th at 9:30 PM
IX. Welcome to the new board members, Eloise Green & Michael Black
X. Adjournment 10:40 PM

Executive Board Minutes

August 31,1995

A. Roll Call

Dan, Glen, Jim, Joel, Mark,

B. Call to Order 9:03

C. Establishment of Chair and Secretary: Glen Guttmacher and Dan Moldover

No Minutes available

D. Approval of Minutes and Agenda

E. Previous Business

Regional Contact responsibilities - KH will contact board members in the next couple of weeks if she wants call outs to regions to get people to come to the national conference.

NetCom - Nothing has come from NetCom regarding the proposal. Dan will call them Friday to check up.

Alumni Newsletter - No progress

Recruitment - Two applications were sent out to members: Eloise Green for a student position, Michael Black for a faculty position. Jim moves to appoint Eloise Green to the E-board as a replacement member to fill the remainder of the 1995 term. Joel Seconds. Unanimous Aye.
Jim Moves that Michael R. Black be appointed to the board in the faculty position for the remainder of the 1995 term. Joel Seconds. Unanimously approved.

Personnel Policy revisited - MM reported staff thought that the paid leave policy he previously brought to the Board for approval allowed too much time off. Mark may bring back an updated policy for a future meeting. Jim would like to commend the staff for their dedication to the organization in not wanting more vacation.

Credit Card - MM has received no information in writing. He will have to pursue this further. Board gives tactic approval, as long as the up front cost is not above $500.00

F. Office Report -

Recent large revenues have been secured: $25,000 from Radio Creative Fund, $10,000 from Paley, $20,000 from Skirball. Our cash position looks to be in good shape, but many expenses are on the way from the conference. Interns were very good from this past summer.

F/S report - Board is still looking for applicants. Applications should be submitted by 10/1/95 for next year's board. Jim **may** be the next head of the board to replace Nancy Kaplan. Faculty is now gearing up for the conference. F/S board is **not** doing any panel or presentation at BEA. They will be doing a presentation on advising student media at the National.

Nancy Kaplan agreed to serve as CRO, and will attend the conference.

G. New Business

Listserv distractions - Mark suggests again that the NACB ignores Burt's posts. JF has suggested she will contact the administrator of the school system. We should not change the Listserv. All agreed that we will not respond to Burt's messages that are counter to the purpose of the list.

E-world conferences - We want to do an on-line conferences in the college life area of E-world. Board members are encouraged to join in the on-line conference. A list of dates and topics to Dec 1995 was attached.

Long-term planning - Mark would like to remind board members to review the long-term documents that are in the E-board manual. Also, reevaluate what each board member would like to accomplish this term.

Holly Beretto - Joel moves that we no longer include Holly Beretto as an ex-officio member of the board call. Jim Seconds. Unanimously Approved.

(9) Contest Window - Jim would like it if the contest is moved up some in the year, so that more students have an opportunity to enter their epics.

H. Adjournment 10:14 p.m.

I. Next meeting - Sept. 19, 9:30 p.m.

NACB Executive Board Office Brief

FOR MEETING OF TUESDAY OCTOBER 17 1995, 10:15 PM EST

(Note: This information is provided to members of the Board for their use only. It is to remain confidential.)

A. MEMBER SERVICES

Membership. KH has station membership at 564 (408 Radio, 156 television and 22 outstanding Spring renewals). We expect to continue to collect renewals and new members at a high rate as stations take advantage of member discounts as they register for N95.

National Conference. Brandon Tartikoff (New World Entertainment) has been confirmed as keynote, and Jeffrey Ross (Comedy Central) as Awards host. Registration totals are 34 stations, 115 people & $8445 in fees.

Regional Conferences. The status of regional conferences is: Midwestern: Feb 16-17, WZND-FM, Illinois State, Normal, Il, Southwestern: Feb 23-24, KTSW-FM, Southwest Texas State, San Marcos, TX, Northwestern: Mar 29-30, KUGS-FM, Western Washington, Bellingham, WA, Mid-South, Apr 19-20, WMSV-FM, Mississippi State, Starkville, MS. Western and Mid-Atlantic are still up in the air.

Publications. JF has the Winter issue of College Broadcaster in final production. The new media kit is still in production. The next MemberNewsFax goes out this week with focus on the National and Tartikoff.

Internet Services. NACB articles form CB and other information continues to be available in the "Sound & Vision" area of eWorld's "College Life". NACB's OnLine Publisher's Conferences on eWorld continue Oct 26, Nov 9 & 30, & Dec 7. The Listserv administration has been taken over by Michael Black and is seeing greater use (6-7 messages per day). A WWW page is expected in the next two weeks on server space provided by Hofstra U.

U Network. Although the interested affiliate total is a healthy 82, only payment from 17 stations has been received. Obviously, many "checks are in the mail". Feeds will continue weekly on Wednesday's until December. A funding campaign to the top 50 cable MSO's has yet to yield a contribution. Amounts from $25,000 to $2500 were requested. Trojan condoms has committed to pay $1500 for airing "Condoms & Common Sense" a 15 minutes student discussion in February. The Burly Bear Network has expressed strong interest in testing satellite distribution of its programming through U Network in the Spring.

B. DEVELOPMENT & EXTERNAL RELATIONS

Sponsorships. KC has National sponsorships of over 30k secured for the National (Paley Foundation, BMI, Interep, SPIN, ESPN, History Channel, ABC & CNN). We expect to surpass our goal of 50k (best prospects: MTV, Group W, Cartoon Network, Comedy Central, Radio Connection, & HBO).

Campaigns, Grants & Special Projects. The Radio Creative Fund PSA Project will run through to next summer. The previous design has been kept, with the colour changed.

Other Conferences & Events. MM & KC attended a Milken Foundation event in Newport (Oct 11), and will attend a Museum of Television & Radio event in NY (Oct 23).

External Relationships. MM & KC will meet with Beth Braen of NATPE (Oct 17), and have a lunch meeting with Jack Clifford & John Hayes of Providence Journal Broadcasting (Oct 30). Meetings are currently sought with Frank Biondi (through Doug Liman) and Robert Pittman.

Sales & Marketing. JF seems to have the Interep Duracell ($20,000 gross) and smaller Discover Card ($1000 gross) promotions in hand. National conference booths are at 11 confirmed, with the likelihood of 20 total ($12,000). Mailing lists sales continue (~$850 in Sep). Arbitron sales are at about ~$2500 for the year.

C. PERSONNEL & FINANCES

Finances. Cash reserves are still at ~$30,000 thanks in part to CB sales revenues, however a number of large bills are due this month, so we hover near our $20,000 buffer. This is the time of year our cash begins to rocket, but the accumulated cash is money we need to spend out through to this time next year.

Staff. Intern staff remains at Tom Brassil (U Network & Awards), Patricia Dierisseau (general assistance), Rich Einig (Music & Marketing), Sarah Margolis (U Network), and Ben Roth (U Network). The new member of the team is Jim Kosinski, working on the Awards show with the Radius Telecast editing system.

General News. We are all anxious to get so much of what needs to get done before the conference. (My stomach churns just thinking about my list which is the length of my arm.) It's gonna be great!

NOTES:

From: Glenn
6/27/95

Draft of Revised election procedure
as determined at the Summer '95 E-Board Meeting in Providence

Revise section 4.7 Voting: Proxies. (Change "Each ballot shall be signed..." to "Each ballot shall be secret and signed...")

Revise section 4.8 Organization. (After "The Executive Director or his assistant shall act as Secretary of the Meeting," add "The exception to these roles for the aforementioned officers is during the portion of any meeting relating to elections, as specified under section 5.3 Election.")

Revise section 5.3 Election. (Add at end of paragraph: Anyone desiring to be a Board candidate will be required to complete an application form prepared by the Corporation, provided free upon request. Qualified applicants will be strongly encouraged to submit other materials as determined by the Board. A Chief Reporting Officer (CRO) shall be appointed by majority vote of the Board to be in charge of elections. The CRO shall be a former Board member at the time of appointment. Her duties include: collection of all ballots received through any accepted manner, preparing a brief summary of each qualified candidate, security of the ballot box before and through the meeting, reading of all questions to Board candidates at the meeting, enforcing any time restrictions related to the election, counting and tallying of all ballots upon the voting deadline, and presenting the results to the Chairperson. The CRO will be solely designated in all election-related communication by name, address, facsimile, etc., as the proper recipient for all candidate application materials and ballots, unless it is less than three (3) days before the meeting, at which point materials should be directed to the Corporation. Any ballots or candidate materials received by anyone other than the CRO will be immediately forwarded to the CRO or, if it is less than three (3) days before the meeting, to the Corporation, but such materials will not be made visible to anyone other than the CRO unless the CRO specifies otherwise. An Associate Chief Reporting Officer (ACRO) chosen by the CRO with approval of the Board will be charged with verifying the CRO's ballot tally via a recount before disclosing the results to the Chairperson, and assuming the CRO's responsibilities if the CRO is incapable of doing so for any reason. Any discrepancy or disagreement between the CRO and ACRO will be settled by the Chairperson, whose judgment is final.)

The following should be included in the motion for revision of Election policies, and written down somewhere, but I do not think needs to be included in the Bylaws.

- Qualified applicants will be strongly encouraged to provide at least two (2) recommendation letters, a photograph, résumé, and short description of goals to be accomplished on the Board. All materials must be received no later than 30 days prior to the meeting. Late application forms will disqualify candidates; late supplementary materials will not be considered as part of the candidate's application.
- For those members not registered by the early registration discount deadline (this year, Oct. 25), ballots with a brief candidate summary (prepared by CRO) beside the corresponding candidate's photo (if provided) will be sent by the NACB office the day after the early registration deadline to the individual member or (if it is a station member) the main contact.
- All sent ballots must be postmarked 15 days before the start of the annual conference (this year, Nov. 1) and received by the CRO no later than three days before the meeting (this year, Nov. 13). Those coming to the conference may turn it in under the normal procedure.
- Current Board members will prepare questions (at least one per person) to be randomly assigned to candidates, and answered by candidates (one per person) at the meeting, selecting a number out of a box, corresponding to the list of questions held by the CRO. All of these questions will be sent in advance to all qualified candidates for review. Board members will also jointly prepare personally-directed questions for each candidate (based on candidate materials submitted) upon arriving in Providence. These questions will NOT be disclosed until asked, one per person, at the meeting.
- Upon arriving in Providence, Board members will also assemble a clippings book of all candidate application materials that will be kept on display, along with numerous copies of the candidate summaries with attached photos, at the Board information table near conference registration. This table will be staffed throughout the conference by one current Board member.
- By early registration deadline, Board members must submit a 50-100 word written statement of their feelings/experiences about the Board, good and bad, to NACB, attn: Holly Beretto, for compilation.
- Each Board member will be assigned approx. 25 station members who were attendees of N93 and/or N94 (LIST A) to call, and approx. 25 additional station members in the northeast who attended neither N93 nor N94 (LIST B).

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Mark's Portion of N94 Report

A. E BOARD

Conference Responsibilities

Each Member needs to have specific responsibilities, proposed and agreed to by them before Oct 1/95.

•All members need to arrive at the same time and meet. Arrive at the convention site no later than noon on Thursday. Members wishing or requiring to arrive earlier than Thursday morning must make specific arrangement with office staff for access/use of office/site resources.

•Members should have all their reports/material preparation responsibilities completed before arriving. Any expected requirement for office/on-site resources including on-site printing must be requested and set-up no later than 7 days prior to conference Wednesday. Any materials intended to be distributed at the conference should be shown to staff no later than 7 days prior to conference Wednesday.

•All authority to be given to members to hold scheduled meetings, run sessions, guide tours etc. must be requested and agreed to by staff no later than Nov 1/94. Members will not exercise any other special authority during the period of the conference.

•Generally, members activities/responsibilities will include: registration area meet and greet, session monitoring, session facilitation/speaking, Business Meeting and board election preparation/coordination/operation, event assistance/hosting, and other set up, tear down, or emergency assistance as reasonably requested.

•Members must communicate in dress, word and design a high standard of appropriate consideration for their position as representatives of the organization. To spell it out: dress beyond sneakers, jeans, tights and t-shirts, speak and write with tactfulness and patience, and present materials in an organized and thoughtful manner.

•Members should check in to the EBoard message area three times per day: first thing, at noon/lunch, and at the close of sessions/day.

•Other activities such as meeting with relatives and friends must be fit into each member's conference schedule so as not to interfere with their conference responsibilities.

Daily meetings helped coordinate E Board activities for N94. Especially session participation/assistance/reporting.

•Frequency/time of day/participants

Daily meetings (at least one day) between at least one member of the organizing staff and the full Board need to be scheduled from Wednesday through to Sunday after each day's activities (between 8 and 10PM unless otherwise arranged). Times of these meetings set no later than Oct 1/95.

•Agenda

a. include general member report on each member's activity from the day, and their plan for tomorrow,
b. staff report on schedule for next day which allows rearrangement of member's schedule to meet developing needs,
c. discussion on major activities or any issue requiring increased attention.

Business Meeting

•Meeting should be Chaired by EBoard Chair, with ED and full Board at front of room. CFO and CRO for reports.

•Members should be prepared to answer all questions clearly and appropriately, or to be clear on who each question should be directed. An annual report of the corporation should be presented.

Agenda (~1 to 2 Hours depending on bylaws/issues)
-Presentation of reports: Corporate Report, Board/Committee/Special Reports (15 mins)
-Question Period (15 mins)
-Housekeeping/bylaw changes (25 mins)
-Break (5 mins)
-Board Election: introduction of procedures and candidates, distribution of ballots (30 mins)
-Further Question Period (30 Mins)

E Board Election must be held in strict adherance to established operational procedures. The election must be run by an experienced, respected individual who is clearly independent of current Board or candidate connections. The process must follow the basic democratic voting procedures of allowing equal opportunity for candidacy and for education of the electorate, appropriate opportunity for a secret vote by a recorded electorate, and secure operation of an accurate vote count.

•The Board must select a Chief Returning Officer before Sep 1st/95, to handle development of operational systems for the election to Board specifications.

E Board Report

•Must be completed by Nov 1st, and submitted/printed as per set conference document deadlines.

•Must be done to NACB document standards with regards to content and design.

Other Concerns

•Members must not use the registration area as a storage place, place to hang with friends, or even a place to hang with staff if the area is busy.

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A. 401.863.2225, fax:2221, eMail: nacb@aol.com

FAX COVER SHEET

Join us in Providence!

National '95: November 16-19 at the Rhode Island Convention Center, Providence, RI
Make plans now to attend the largest conference designed specifically for student radio and TV outlets to network with peers and professionals.
To register or for more information, call NACB.

TO: Joel Willer KNLU - FM
Northeast Louisiana U.
318-342-5665

FROM: Mark MacLeod, Executive Director
fax 401.863.2221 phone 401.863.2225 eMail nacb@aol.com

DATE: 11/6/95

# OF PAGES TO FOLLOW

RE: **E Board Meeting Tuesday Night**

Joel,

Here is a batch of stuff for our call tomorrow night.

Talk to you then,

Mark

NACB Executive Board Agenda

FOR MEETING OF TUESDAY NOVEMBER 7 1995, 10:00 PM EST

(Note: This information is provided to members of the Board for their use only. It is to remain confidential.)

A. Call to order/approval of Chair/Secretary

B. Approval of Previous Minutes (GG): Minutes of October 17 & 18

C. Approval of Agenda (GG)

10:05 PM D. Previous Business (~ 2.5 minutes each)
i. Board Elections at National (NK) • Update
ii. Regional Contact Responsibilities (MM) • Report phone outs
iii. Board Recruitment (JW/DM) • Discussion of continuing efforts
iv. NetCom (DM) • Update
v. eWorld Conferences (MM) • Next: Nov 9th " Student Media Uses Of The Internet"

10:20 PM E. Reports (~2.5 minutes each)
i. Office Report (MM) • Keynotes & KHz
ii. FS Board Report (JMc)

10:25 PM F. New Business (~10 minutes each)
i. Long Term Planning (MM/GG) • Review of reports & the process forward
ii. Executive Director Recruitment (GG/DM) • Update on ads placed & process timeline
iii. Board Activities at the National (GG/MM) • Update on arrivals & expectations

G. Next Meeting Date (MM) • Nov 16th (11 AM?)

11:00 PM H. Adjournment (GG)

NACB **Executive Board** Meeting Minutes 10/17/95

I Roll Call
Eloise, Joel, Glenn, Dan, Jim, Michael, Mark
Nancy Kaplan is joining in for Election Discussion
Kristine Hendrickson is joining us for discussion of the National Conference

II Call to Order (10:23)

II Approval of Previous Minutes • Aug. 31/Sep 19
Sept. 19th Minutes should read that Jim McClusky is on the F/S board and is the second returning members (as chair).

III Approval of Agenda
Mark read the agenda

IV Old Business
Regional Contacts / Conference update-
25 Stations Registered as of now, Intern called out previous stations, looks like this year's conference will be bigger than in year's past. Next Year's conference is going to be Nov. 6-9th.
E-boarders will be faxed a list of all conference seminars that are finalized, along with finalized speakers for the seminars.
E-boarders will be given a list of about 30 schools to call about the conference.
Kristine left the call
Board Elections -
All applications should be in Nancy's hand by November 3rd. Nancy will compile list of people that are eligible to be on the board. Ballot will contain candidate blurbs of approx.. 50-100 words. This ballot will be compiled by Nancy. This ballot should be ready by November 3rd for transfer to the national office. Voting will take place from 4-6 on Friday, Nov. 17th. Results will be announced at the awards banquet. Ballots for stations will be on a different colored paper than the individual station members.
Nancy left the call (to create a mid-term)
Board Recruitment -
Board members should mention to people they call that there should be people to run for the board. We should also mention that the F/S board is looking for candidates.
NetCom -
Proposal just was resent to NetCom. Dan will call them in the later part of this week to verify the status of the proposal.
eWorld -
NACB is sponsoring another electronic conference on October 26th. All E-Board members that have access to a Macintosh should please try to participate. The next conference on eWorld should be easier and more flowing than the last one. Coming in January should be Windows compatible disks for the rest of us.
Office Report -
Hofstra will be providing us with WWW space on their server. Mark will verify that space is available tomorrow. Sponsorships have been going well. The totals are better than previous years. We hope to go over $50,000 in sponsorship for the conference. Please feel free to call Mark with any other questions. Brandon Tartikoff will not be able to keynote for us. We will try to lean on him to find a replacement.
F/S board report -
Vacancies were on the top priorities during the meeting. There are currently 3 candidates for this board. There will be represenlation at BEA from the NACB's F/S Board. Jim is trying to do a content analysis of the NACB Listserv from April.

Long Term Planning -
Material should be submitted to the office by Friday. This will enable Mark to him to compile this information. This will lead to discussion at the board members on November 7th.

V. New Business

Board report -

Members should submit their report of 50-100 words to Eloise Green for compilation and presentation at the National '95 convention

Executive Director Evaluation -

(In camera)

VI. Next Board call November 7th, 10 p.m.

Special Meeting is called for Wednesday, October 18th at 10 p.m.

VII Adjournment 12:00 Midnight

Executive Board Meeting Minutes

for October 18th, 1995
Special Session

I. Roll Call

JW: Joel Willer, **JMo:** Josh Motroni, **DM:** Dan Moldover (Secratary), **MB:** Michael Black, **MM:** Mark MacLeod (Ex-Officio), **EG:** Eloise Green, **GG:** Glenn Guttmacher (Chair), **JM:** Jim McClusky (Joined at 10:20)

II Call to Order (10:12 pm)

III. Old Business

Executive Director's Evaluation - DM Moves "To not renew the contract for the current Executive Director, Mark MacLeod, and that we turn our efforts to filling the position by January 1st, 1996. Further, we will allow the current Executive Director, Mark MacLeod, to stay on for 1 additional month beyond the end of his contract to help with transition to the new director."

JW - Aye, JMo - Aye, DM - Aye, MB - Aye, EG - Abstain, GG - Aye, JMc - Aye

An executive director search commitee was created that will include MB (Chair), GG, JMc, JMo from the board. This commitee will be responsbible for bringing no more than 6 candidates to the board for telephone interviews. Also, for conducting in-person interviews at the national office in Providence.

Additionally, it was moved and accepted unanimously that Kristine Hendrickson be asked to be a part of the committee. Additionally, it was moved and passed (6-1) that Mark MacLeod be an ex-officio member of the commitee.

The first order of business for the search commitee is to place classified ads in the Boston Globe, Providence Journal, Broadcasting and Cable, Chronical of Philanthropy, Chronical of Higher Education, and other print and electronic means as the members of the commitee see fit.

The issue of compensation for the new executive director was discussed.

IV New Business

Tabled until next meeting

V. Next Meeting - November 7th at 10:00 pm EST

VI. Adjournment 11:13 pm

10/16/95
to: Mark McLeod and Glenn Gutmacher
fr: Eloise Greene
Revisiting the NACB Five Year Plan - Finance/Structure

There are a couple approaches one can use for the five year plan:
1) Look at where you want to be in five years then figure out how to get there. The current plan sets a goal of an operating budget of $1million and a staff of six in five years.
2) Look at current operations and set annual goals for growth. Currently the operating budget is $325,000 with a staff of four.

I chose the second approach as a place to start discussion. This is my only intent - to provide board and staff with something to revise and add to with ideas -- possibly from the other planning groups -- for new ventures that I have not included.

The assumption here is that activities should at least break even, and that revenue producing activites will cover the non-funded expenses -- payroll, overhead, Brown, etc. -- and gradually build surplus.

I focused on:
1) Increasing the number of annual station memberships
2) Increasing National Conference revenue
3) UNetwork as an in-kind tradeout
4) Sustaining and increasing the media/network/foundation grants - both unrestricted and allocated

Year	1996	1997	1998	1999
# Memberships	800	1000	1050	1100
Revenue	60000	75000	78000	82000
Grants	70000	75000	80000	85000
* CB revenue	5000	6000	7000	8000
* National Conf. revenue (inc. awards, sponsorships)	20000	22000	25000	30000
Mailing lists	11000	12000	13000	14000
* UNetwork	10000	10000	10000	10000
Other (reg. confs, Visa, Interep)	11000	12000	13000	15000
	187,000	212,000	226,000	244,000
Non-funded expenses	182,000	200,000	225,000	250,000

—mna

* After expenses

1) According to the E-board handbook, there are 1400 college radio stations and 500 TV operations. In the regional breakouts for E Board contact responsibilities, members range from 17% to 25% of stations. The Faculty/staff board, E board and interns should pitch by telephone (following up by mail) to non-member stations, particularly New England and the Mid-Atlantic regions, as stations there can more easily send attendees to the National Conference. With an increase in members, College Broadcaster will have greater circulation, regional conferences could be better attended and the mailing list will be more valuable. Once a station is a member, the renewal is usually treated like any other bill and so the effort could have excellent long range results. Also, thought might be given to extending membership to public access cable channels and LPTV channels who could be interested in the UNetwork programming.

2) The National Conference could build sponsorships of not only food events and awards, but also the "tracks," ie. the Technology Track is sponsored by Netscape or Adobe.

3) UNetwork, for stability, should be distributed on a satellite transponder of a network such as CNN, Fox or other with satellite capacity. In return, the network could run its promos, or other marketing, between programs. Those NACB stations having restrictions on this content would simply not air the promotional material. UNetwork may not become a revenue-generator, but it is a unique NACB offering that creates visibility and piques media interest.

4) Foundation/corporate grants are difficult to plan for. Active assistance in development efforts by the A board and the T board is critical.

Other areas of plan re-examination:
1) Does the Interep arrangement still have potential for decent revenue, without taking significant staff time?
2) Can NACB realistically expect individual giving other than memberships? Both individual giving and planned giving are labor-intensive efforts that are not likely to benefit NACB at this stage of its existence. (For instance, although AERho, begun in 1943, has only 120 campus chapters, it claims 30,000 individual members.)
3) Annual fundraising events may assist in building an endowment if revenue can be certain to far exceed costs. As the plan notes,"Unless projects have the potential to generate such income or are otherwise integral to NACB, they should not be pursued."
4) Staff salaries should have built-in increases and the Exec. Director post, especially, needs better compensation. Adding additional staff, with benefits, could be more than NACB can afford. The goal of six FT staff by 1998 seems unrealistic unless significant and ongoing new funding sources can be secured.

###

Rough Draft of Additions/Amendments to: NACB Five Year Plan--Publications Section

As revised by Mark MacLeod, NACB Executive Director,
and Jim McCluskey, Ph.D., Executive Board Member,
October, 1995

INTRODUCTION

With the development of new computer technologies, our organization has moved into a new area of information dissemination and communication with and among our members and member stations. The following sections reflect some of those new technologies and, although the future is difficult to predict, we shall try to look into the "crystal ball" and set some goals and plans for each area.

PRINT PUBLICATIONS

College Broadcaster--This is our quarterly (Fall, Winter, Spring and Summer) magazine publication sent to all member stations. It contains useful information and is meant to be a forum and idea exchange, as well as disseminate information from the national office. We believe it shall continue to evolve as the future in our profession changes. This publication will continue to solicit articles from members that are of interest to our organization at large. We also anticipate gradually increasing advertising revenues from this publication.

Station Handbook--Now available on floppy disk distributed annually to all member stations. Perhaps in the future it will be available to those member stations with internet access capability through our Worldwide Web Page. The station handbook should be expanded to include contact names for reference on particular station challenges, although this information could be likewise available on our Web Page.

ELECTRONIC PUBLICATIONS

Member Fax--This is a one-page fax sent monthly to all member stations. It is meant to update and keep member stations current on a variety of our organization's happenings. It can also serve as a reminder of U-Network satellite feed information, national and regional conferences, deadlines for award submissions, and other useful information for member stations. It is most helpful in that it can be amended, edited and added to right up until it is faxed, making it very flexible as a communication tool.

Rough Draft of Additions/amendments to: NACB Five Year Plan--Publications Section

As revised by Mark MacLeod, NACB Executive Director,
and Jim McCluskey, Ph.D., Executive Board Member,
October, 1995

(Continued)

ListServe--This is an ongoing electronic on the internet intended as a forum for discussion of a variety of topics. It has already proven extremely useful to member stations needing information on such issues as music licensing, underwriting rules, FCC rule changes, programming opportunities, on-line concerts, equipment questions, and countless other topics. It is anticipated this electronic forum will continue to serve member stations needing immediate, accurate advice from other member stations. It is hoped this will also reduce the number of inquiries into the main office, thus reducing the workload on an already overworked, but very efficient staff.

NACB Worldwide Web Page--With the development of the internet, computerized on-line communications and the rapid transfer of ideas on the information superhighway, our organization has taken quick action to make positive inroads to use these new technologies to our communication advantage. Development of our own Web Page will make instant contact with NACB possible, and will include a great deal of information useful and needed by our member stations. This page could include readily available information for our members on topics now that are only available through discussion with our members on the listserve, or by contacting the national office. Again, as with the ListServer, Web Page technology will assist many member stations needing frequent advice, freeing up our office staff. It will also serve as a quick reference to contact names for additional information and reference. It will be an excellent networking and communication tool for our organization.

TO: Mark, Eloise, Mike, and Jim

FROM: Joel Miller

RE: 5-Year Plan

DATE: October 15, 1995

After talking with Jim and corresponding with Mike and Eloise, here are some of my thoughts regarding the Conferences and Memberships sections of the 5-year plan:

The existing version of the plan provides a good, general discussion of some of the basic issues facing the organization. However, because the plan is very general it is very difficult to know where to start toward realizing the plan or to measure progess. My major recommendation would be to take the goals already stated and break them down into a timetable. This timetable would prioritize and organize our efforts, and would need to be adjusted over time based on our accomplishments.

I see a great deal of necessary overlap in the Conferences and Membership sections--primarily because I see a great need for the organization to reach out geographically in order to bolster its membership. The regional conferences (and possibly state conferences) are a natural way to extend our impact, thereby making the organization more relevant and attractive to existing and prospective members.

The following timetable lists my suggestions for both Membership and Conferences (most of these ideas were already discussed in the previous 5-year plan):

Year 1

- Forge partnerships for regional conferences (WICI, BEA, CMA, PRSSA, AEJMC, SEJC, NBS-AEP, RTNDA, state broadcasters' associations, etc.). Cooperative efforts with complementary organizations could enhance the magnitude, enthusiasm, and success of the regional conferences. Because many organizations schedule their meetings well in advance, we need to quickly establish a dialogue toward joint regional meetings. Contacts this year will be directed toward a pilot joint regional conference for at least one of our four regions by Year 2.

- Regional Coordinators--establish an active volunteer representing each region to enhance contact between the national office and the membership. The RC would participate in call-outs to members in his/her region and would work with the host schoo [illegible] organize and promote the respective regionals.

Year 2

- Chapter system--design a system to encourage activity wi [illegible] between nearby schools. Activity at the local levels [illegible] translate to additional interest in the regionals. Review [illegible] implement any necessary changes in the Bylaws during the national conference this year.

- Pilot joint regional conference.

- Additional cooperative regional conferences--plan now for additional joint regional conferences (from the remaining existing regions) for Years 3 and 4. Success with joint conferences might allow us to expand the number of regional offerings in later years.

Year 3
- Additional joint regional conference(s).

- Formalize first chapters.

- Increase drive toward individual/professional members.

Year 4
- State Directors--assuming increased activity within some regions, state directors might be necessary to support regional coordinators.

Year 5
- Test state conference(s) in those state with a large number of members (northeast and CA).

I don't feel I can adequately address the development of other membership services (and the evaluation of existing services), which should somehow be added to the above timetable. Obviously, in order to preserve and grow the numbers of members, those memberships must include something of value. The conferences are only one of the services of this organization which our members should appreciate.

My timetable above is not meant to replace the language in the existing 5-year plan; rather, it is intended to give the existing plan additional structure. I have not elaborated on much of the underlying reasons _why_ I have included these items on my timetable because I agree with the explanations in the existing document.

From: SMTP%"BLACK@HWS.EDU" 20-NOV-1995 15:56:48.90
To: TVWILLER
CC:
Subj: Comments on Elections, Conference, and

Date: Mon, 20 Nov 1995 16:56:18 -0500 (EST)
From: "Michael Black...WEOS-FM" <BLACK@HWS.EDU>
Subject: Comments on Elections, Conference, and
To: TVWILLER@ALPHA.NLU.EDU, MCCLUSKEY@AARDVARK.UCS.UOKNOR.EDU,
Eloise@Ithaca.edu, Glenn_Gutmacher@ca.shore.net, Dan.Moldover@NBBS.com
Message-id: <01HXVG6YHZ3600I5YB@hws.edu>
X-VMS-To: @NACB
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

I'm sending this to the Board, and I hope this is useful. I am formally proposing some changes to the by-laws. Please feel free to write back. Thanks. I am faxing this to Josh, as well.

Mike

To: NACB Executive Board
Fr: Michael Black, WEOS
DT: 11/20/95
RE: Conference Post Mortem thoughts and proposals

Here is a list of thoughts on this year's conference, and proposal, including a major bylaw change.

1. Proposed By Law changes: Election procedure and Board Make-up

As evidenced by the election this year, there is a problem with the actual election process in the number of voters that actually are participating when compared to the entire membership. One reason is the election is held at the conference, where only a portion of all members are in attendance. Of those in attendance, only 50 or so voted this year, and some of the ballots had to be disqualified, as the ballot box was unstaffed for a period during the election process. In addition, there is some concern on the stability of the governing board of the organization, that can now be replaced in its entirety each year with new board of directors. There is also concern among the staff and board members of having a board made up entirely of students. The current by laws do not allow for specific numbers of faculty/staff seats on the board, other than limiting the number to no more than two. There was a feeling of insecurity on behalf of staff of this arrangement.

I propose changing the election process to bring it into line with many other organizations:

First, the election should be moved to take place BEFORE the conference, and it should be conducted by mail. This would mean that the election would have to take place on a different timetable: (suggested)

August-September	Call for nominees
October/November	Ballots, Bios/statements, Authorization form, mailed to Stations
November	Winners announced at NACB convention.

Applications would include a statement from each candidate, which would be included in the ballot, along with a SHORT bio. The process of voting would be as follows:

Each Authorized Representative would receive the election packet. The packet would contain the Bio/statements, Ballot, Authorization form, and two envelopes: one blank, one return. The ballot is marked, and sealed in the blank envelope. The authorization form is filled out and signed and both the sealed ballot envelope and the form are placed in the return envelope, and mailed back to the NACB office or to the Election officer. Upon reception, the return envelope is opened to verify that the ballot enclosed it valid and it is marked off on the list of voting members as being received. The unopened ballot envelope is then placed in a holding area, along with other envelopes, until the close of the balloting process. At the close of the balloting date, the ballot envelopes will be open, and checked for validity, ie. correct # of candidates chosen. The valid ballots are recorded. At the end of the process, the winners are contacted to verify their intent to fulfill their obligations, and upon this, the EBoard is informed of the outcome. The announcement to the membership is made at the NACB Conference. The new board still takes effect 1/1 of the upcoming year.

Some suggestions: Different colored paper can be used for the ballots of individual vs station members, to facilitate vote counting.

2. Stability of Board

I propose two changes to the Board:

That the bylaws be modified to mandate a minimum number of Faculty/Staff Candidates as members of the Executive Board. Currently, the bylaws indicate no more than two board positions be Faculty/Staff members. I suggest that the Board have at least 2 positions reserved for Faculty/Staff positions, and one position for the Chair of the FS Board. This latter position could be ex-officio. In this way, the Executive Board would maintain a structure that could maintain some form of stability. In addition, I would suggest that the terms of election be modified and perhaps extended to allow for a more stable governance of the organization.

Currently, all 6 members are elected each year. This presents a problem as the board just gets its feet wet, and now could be replaced with a Board that is comprised of all new members. What I propose are two changes. The first, is to extend the term of each position to two years duration. In addition, a staggered election would result. For Example, of 3 or four students, half would run one year, half the next. The same would be true of Faculty Staff members of the E Board. This would require one small change to allow students that are entering their Junior Year to fulfill their 2nd year as Seniors, and the final half of their term as graduated members. The bylaws would be modified to allow for this carryover. It would still preclude someone from running who was not going to be in school for the duration to run.

Here is the Breakdown based on this CURRENT YEAR:

11/95	JUNIOR STUDENT A ELECTED
1/96	Student A Term Starts
11/96	Other members Elected, Student A continues, now a SENIOR
1/97	New members start serving
5/97	Student A graduates, continues to serve
10/97	STUDENT A runs for reelection, Only if a GRADUATE STUDENT
1/98	New board Term starts, STUDENT A starts term 2 or leaves board if not elected.

A student who was to run for E-BOARD as a College Senior, could only run if that person was entering Graduate School upon completion of his undergraduate degree.

Bylaws would be changed to only allow two consecutive terms served, and then a rotation off the board would be required for one term. Appointments by the Board would be made to fill vacancies, and the appointee would serve out the term to its completion, and then opt to leave or run for reelection. For the purpose of consecutive terms, if the appointment to an unexpired term is more than 6 months, than it is counted on as serving a full term, and only one additional consecutive term is allowed. Conversely, should the appointment be for under 6 months, the appointee could serve two additional full terms.

An Board member could serve simultaneously on the FS board, but could not also be chair of the FS board. In addition, should an BOARD member fill two terms and then move to or be a member of the FS Board, there must be a 1 year lapse in his being appointed chair of the FS Board, as that position would also be on the Board.

Here is the proposed makeup of the proposed Board changes"

Past Executive Director	
Student	A
Student	B
Student	C
F/S	D
F/S	E

F/S BOARD CHAIR	F *

* This position could either be Ex-Officio or voting. You could add one more position as a student position, should that be desired.

Comments on the Conference:

I thought the selection of topics was better than last year. More choices, better speakers, more radio.
Confusion over times of sessions each day, including lack of posting of signs. Lighting Workshop way too early in the Conference to be useful to majority of attenders. Guide was confusing as times were not in sync with the charts. In addition, the placement of sessions were a problem. Conflicting similar topics in different tracks were held at the same time. Examples: Intelligent Interviews and Improving Voice, Radio PBP and Remotes, Ask A Lawyer and Indecency & Obscenity, EAS & FCC Licensing and FCC CPB and GOP, to name a few. One of the biggest problems was the NACB Business Meeting held at the same time as the sessions. I think this hurt the candidates and the election process.

The evening events were great, but communication breakdown did not help these events: I think it should have been mentioned exactly what was going to be at the event, ie FOOD, BEVERAGE, etc. The CBS gala was presented as an ongoing, when instead it was really a tight window. No one heard about the "professional" luncheon. Here are some suggestions:

On Thursday, have the Gala earlier, if food is provided, or have it at the same time, for desserts, etc. Hype it more! It would be great to have the Thursday sessions run until about 530, and then have a "munchies" type event to welcome everyone.

The Friday events were good, but too competing. Suggestion:
The CBS event should have been at 6PM-8PM, and then the Spin and Professional events for the two different audiences, 8 til ?. In light of the CBS spread, I wish I would have known the extent of the arrangement. This way, all could benefit.

The Dinner on Saturday was a great addition. The timing of the dinner to start at 6, followed by the keynote, and then the awards is dynamite! The only thing that may be of benefit is to communicate with the board and the staff must be better informed of plans. Example: Board informed of seating policy, staff informed of different arrangement. No need for conflicts.

Awards Presentation: Better than last year. Problem: Delay in getting vendor by initial deadline. This could have been avoided. It was a big let down for the planning and effort of Kristine and the rest of the staff. I question the choice of the vendor for the presentation, as the amount of professional decorum was lacking, from my perspective, as to checks to insure proper presentation, such as making backups of the final tapes, and checking for audio on the tape. A dry run at the site should have been accomplished, as well. The setup out back was disorganized, at best.

There also was concern on the entire judging process, and how that is executed. Were panels used throughout the process? Could/Should different regions judge finalists? Waiting to the last minute to judge entries as well as questioning the process could invalidate the entire awards status. Suggestion: Awards are chosen as finalists by one panel. It could be professionals, advisors from the NACB HQ area, and the initial entrants judged on the merits of the presentation. The top 5 entrants are then your finalists. These tapes are then judged by a final panel, which might include NACB members from all over the country or a juried panel. I think it should be based on a national panel. Dubs could be sent to individuals. In the case of both the initial and final panel, the judging should be based on a numerical score averaged, and the score of the highest entrant is the winner. No judge will know the winners, as the scores should be tabulated by an independent person and verified by another. There should be no 2nd place winner. All the finalists are WINNERS as the best. The Winner is the BEST of the BEST. Giving places cheapens the effect of being a finalist. This should be done well before the conference, to allow for proper preparation of the presentations.

As for the awards, I think we should look at the awards themselves. For example, when the awards are sponsored, I believe it would of benefit to the organization to exchange the cash for a plaque, unless there were severe objection to it. In addition, there are some ethical concerns. If the project is for a program, who gets the cash prize? The station, the producer, the talent? This is a problem. Instead, an endowed award should be used for two purposes, to develop NACB, and to provide a placque for the winner. For example, the station gets a placque for the Station of the Year, Community Service, Marketing/Promotion campaigns.
Individual achievements would seem logical, such as Faculty/Staff person, Best DJ, etc. However, when we look at Magazine programs, Sports PBP, Long Form Production, etc. many of these programs are group efforts. In fact, the way the awards are presented are by STATION, not individual, including DJ Aircheck. In this case, it would be better to be consistent. Give the station a placque, and the individuals certificates or plaques. This would be far superior and then everyone would get something. A certificate for Finalist also would be given out, if desired. Any cash prizes should be given to NACB for the awards ceremony or to STATIONS, not individuals. There are some ethical concerns raised as to even accepting cash prizes for individual efforts produced with station equipment. In addition, what about a TV show? Who gets the cash? The producer, writer, talent, camera?

Back to Sessions: Scheduling is a must. For example, Friday AM, only 3 from 10-1055am. and only 4 at 11-1155am. I have been at conferences that start at 730AM and run til 6!. Some times need to be adjusted. Some sessions are ok in 55 minutes, others could use 90. I would like to see conferences on Friday and Saturday start earlier, with BREAKFAST. Yes, I know this would cost, but Coffee and some Danish in the early Am would be a good incentive to get up. Perhaps underwriting this cost? (I have been told as of today, that the cost of Convention Center Catering is $$$$$, and that we can not just get DD to bring in Coffee and Donuts. Perhaps if we could have an ABC Day, or CNN day, and work them into the mix to pay for it, or perhaps the Convention Center could help, or could we work out something with the Westin, and have an early session there?) A Sponsored lunch would be nice, similar to the professional lunch. Imagine the NACB business meeting at Lunch time, sponsored by CNN or GE, and everyone at the meeting gets a box lunch. The attendance would be way up and we could heighten awareness. A thought: Could we raise the fee a tad to cover the added frills? If I paid an extra $25 and new I would be getting breakfast Fri-Sun, Lunch on Fri and Sat, and the events at night, I would be happy to do so.

FS Listserv: We should establish a Peered closed listserv for FS members only, in addition to the NACB open listserv. While some posts are for both, some may be better kept to advisors/Faculty.

The Westin was really nice! Consider it the Headquarters Hotel? I liked having us all on one level, one end. This was super! Much better than last year.

BMI booth: Make sure all is going before scheduling. Not enough set up time, and should not start until 1PM Thursday. Direct Speakers away from meeting rooms. Make sure all the equipment works. People needing DAT were left hung out to dry. Great way to promote the conference on local radio, hoped we had local press. Liked the live broadcast. Perhaps we could work it out to have a local station do a live newscast or "live eye" shot? I will pursue, should NACB desire, about getting NPR to do Talk of the Nation live. Perhaps one hour on education, one on media? How about the Car Guys? A World Cafe taping? We could have much more, with some planning.

Coordinate exhibit/demo area better. It was VERY difficult to hold a session in the ball room with the noise. Some rooms were assigned funny. Too big or small for the session.

Perhaps raise the $$$ difference for early and late registration? This could cut down on the rush to get badges, etc. Programs got there too late. Program looked good, overall. Very useful.

We need to impress upon all the participating speakers the need to keep commitments. This could be a problem.

Primary Impression: The Conference was MUCH better this year. I think the depth of speakers, choices, events, overall were good. There were still a lot of bugs that need fine tuned. Times, execution, meeting deadlines, etc. I want to commend Kristine especially for her efforts. In spite of all the glitches, things were overall good. And I know some of the biggest problems were Communication and Delegation in the office, a problem we have discussed. Communication between CEO and E BOARD, between CEO and Staff, between Staff and E BOARD, and..... I think you get the idea. I think with a little effort, we can have even a better conference, at this level next year. I want to say a special note of thanks to Kristine for all her help, especially under all the deadlines, changes, communication difficulties, and execution glitches of the conference. I feel very comfortable having her in charge. Please use this as a guideline for discussion and PLEASE, share your comments and ideas. Thanks.

Conference Suggestions

54 applications
15 short list
6 for extended length (5)
2 - in-person in
KUR-TAR-SKI
Carl Curtarski (sp?) 5^{00} p 12/28 10^{00}
★ George Marshall 3^{00} p 12/28
Kevin Singer

Mike, Nick, BRAD, + ME - BYLAWS COMMITTEE

1/30/96 - BOARD MEMBER

December 8, 1995

member fax

NACB news

In the MAIL

If you haven't received the Winter issue of *College Broadcaster* and a poster announcement for the Student Creativity Summer Fellowship, please call NACB.

Member NEWS

Radio-Mercury Awards and NACB are sponsoring a national public service campaign contest for 1996. One individual will be selected to receive a fellowship, $2500 grant and internship at NACB to make his/her idea a reality. Contact Kelley Cunningham for details.

national office NEWS

The new year is just around the corner – so make your suggestions and submissions for the 1996 edition of the *NACB Station Handbook*. Your experience in station planning/ upgrades as well as radio and TV promotions/ fundraising is needed for the benefit of all of our members.

NACB is accepting resumes for spring and summer interns. Contact Kristine Hendrickson for details.

U Network® UPDATE

Current affiliates should note that programming is scheduled to resume in mid-January. Submissions are still being accepted for air.

Need more student programming? Consider U Network Ground – past U Network feeds as well as student series are available. Contact Ed at COARC at 800-888-4451.

f/s board update

NACB announces a new closed listserv specifically for faculty/ staff issues. To subscribe, address your e-mail to: LISTERV@LISTSERV.SYR.EDU. Include the one-line command: Subscribe NACB–FS *firstname lastname*

conference COMMUNIQUE

NACB Regional Conference dates announced!
Midwest: Feb. 16–17. Bloomington, IL. Host: WZND-FM.
Southwest: Feb. 23–24. San Marcos, TX. Host: KTSW-FM.
Northwest: Mar. 29–30. Bellingham, WA. Host: KUGS-FM.
Mid-South: Apr. 19–20. Starkeville, MS. Host: WMSV-FM.

For information about any of the scheduled Regional Conferences, or for information about hosting your own NACB Regional Conference, contact Kristine Hendrickson.

NACB National 1995
Extra certificates for finalists and t-shirts for everyone (whether you attended or not) are available for purchase.

We look forward to your input as we plan the 1996 National, dates TBA. Please see the attached LiVE WiRE.

e Board update

NACB is pleased to announce the members of the 1996 Executive Board of Directors, elected at the National.

Brad Bailey, KTSW-FM, Southwest Texas State U.
Bob Ball, WMUL-FM, Marshall U.
Lenora Brogdon-Wyatt, media advisor, Bennett College
Nick DeNinno, GSTV, SUNY-Geneseo
Jim McCluskey, TV advisor, U. of Oklahoma
Jeff Opton, WOWL-AMcc, Southern CT State U.
Adam Sharp, HTV, The Hotchkiss School

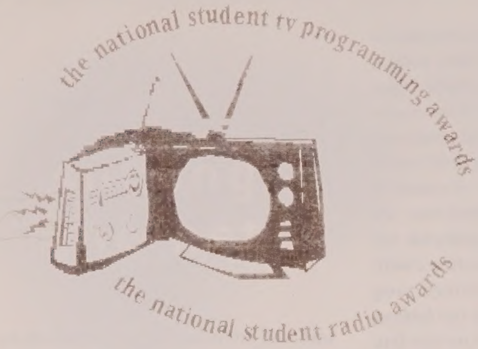
For information about how you can become more involved with NACB and other members, please call NACB.

LEGAL advisory

Questions about renewing your radio station license? Contact NACB for details about our special arrangement with NACB legal counsel Cary Tepper about filing those very important documents.

HAPPY HOLIDAYS FROM NACB!

PLEASE ROUTE COPIES TO STUDENT RADIO, TV & COMMUNICATIONS DEPTS
NACB • 71 George St., Providence, RI 02912-1824 • 401-863-2225 • fax: 401-863-2221 • email: nacb@aol.com


the national student tv programming awards
the national student radio awards

WINNERS ANNOUNCED

Listed below are the winners in the 5th Annual National Student Radio Awards and National Student TV Programming Awards. Only the winner and 2nd place finalist are listed, in that order.

CONGRATULATIONS!

Radio

Community Service Award
Political Forum 1994, KTSW-FM/ Southwest Texas State U.
Oklahoma City Fundraiser, WBZC-FM/ Burlington Cnty. College

The Interep Radio Store Marketing/Promotion Campaign Award
Station Open, WBZC-FM/ Burlington Cnty. College
Asheville Experience, WMUL-FM/ Marshall U.

Career Connection Faculty/Staff Recognition
Steve Ellis, WMSV-FM/ Mississippi State U.
Charles Bailey, WMUL-FM/ Marshall U.

BMI Best DJ Aircheck Award
Mike Tippits Show, KTCC-FM/ Colby Cmty. College
Trear Scott Show, WKNC-FM/ U. of North Carolina

Long-Form Production Award
Remember for Them, WBWC-FM/ Baldwin-Wallace College
From U Boats to Few Boats, WMUL-FM/ Marshall U.

ABC Radio Networks News/Sports Reporting Award
Slaughter Trial Preview, KBLZ-FM/ U. of Central Oklahoma
Campus Housing, WMSV-FM/ Mississippi State U.

Play by Play Award
Football Quarterfinals Playoffs, WMUL-FM/ Marshall U.
Kansas vs. Kansas State U. Women's Basketball, KJHK-FM/ U. of Kansas

Promo/PSA Award
Hip Hop Hype Rap, KJHK-FM/ U. of Kansas
Don't Be a Dope, KDLX-FM/ Northwest Missouri State U.

SPIN Talk/Magazine Program Award
C-53 Radio Magazine, WMCR-AM/ Moody Bible Inst.
Focus, WJPZ-FM/ Syracuse U.

Station of the Year Award
WBZC-FM/ Burlington Cnty. College
WMSV-FM/ Mississippi State U.

TV Programming

Comedy Central Comedy Award
Nocturnal Transmissions, GSTV/ SUNY-Geneseo
My Education, Center for Cont. Media/ DePauw U.

A & E/ The History Channel Documentary Award
Husky Harcourts: History of St. Cloud Basketball, UTVS-6/ St. Cloud State U.
Generation X: We Have Nothing to Say, NTTV/ U. of North Texas

HBO Drama Award
Semesters: vol. 5, # 1, ICTV/ Ithaca College
Credit Hours, WNYF-TV/ SUNY-Fredonia

The Cartoon Network Experimental/Animation Award
The Creature Chronicle, ICTV/ Ithaca College
Blue, LVTV-3/ U. of La Verne

MTV Music Video Program Award
Backyard Videos, CTV/ Colorado State U.
Believe, WO5BV/ Mississippi State U.

CNN Newsource in the Classroom Newscast Award
News Tonight, ICTV/ Ithaca College
CTV News 4/25/95, CTV/ Colorado State U.

Cable Positive Promo/PSA Award
Air Raid "Dancer " Promo, NYU-TV/ New York U.
Regan Seybert Promo, Channel 12/ U. of Mississippi

Talk/Magazine Program Award
Pride & Progress: Stories from Fayette City, CUTV/Cal U. of PA
Studio One, # 131, Studio One/ U. of North Dakota

News/Sports Report Award
Broken Families, ICTV/ Ithaca College
Emus, Studio One/ U. of North Dakota

ESPN/ESPN2 Play by Play Coverage Award
Vulcan Basketball, CUTV/ California U. of Pennsylvania
RMC Football: Duquesne at RMC, RMC-TV/ Robert Morris College

NACB thanks Jeffrey Ross, host of the 1995 Awards Ceremony.

Deadline for the 1996 Awards program is June 17, 1996.

National Association of College Broadcasters (NACB) • 71 George St., Providence, RI 02912-1824 • nacb@aol.com

the equipment upgrade advantage

KRUI

KRUI is the premiere college station at the University of Iowa in Iowa City. We're 100 watts and we cover the Iowa City community and nearby towns. Broadcasting on FM since 1984, KRUI boasts 110 staff over 10 departments with 10 directors who receive a small stipend.

Over a year ago I created the 'KRUI 2000' plan, which was to ensure that KRUI had the facilities, foundation and support to make it well into the next century. The crux of the plan is the move to digital.

We reached a point this year where we were working with 11 year old equipment, and the University was moving us. We had a depreciation fund to improve our equipment should something fail. We looked into improving our broadcast chain for the following reasons: to obtain equipment that was dependable and would work for a long time; to have duplicity in most of our broadcast chain in case of component failure; and to use cutting edge digital equipment. The University buried cable to our new home, and it was only time the digital transmission cable could be put in. We will move in two months, at which time our digital Optimod will send a digital signal 150m to the Digit Exciter, which will then send the signal to an unsuspecting Iowa City, though our digital equipment is currently in operation at our tower site.

In the station itself, an upgrade to digital would also allow our staff to interact and have a greater impact on the listeners. A few staffers had been doing Mac-based production, so we bought a PowerMac and the 'Deck 2' recording software. The result was professional sounding production, the opportunity for staff experimentation and creativity with new technology (no classes at UI are available on this topic).

The change-over to digital-based production and delivery was relatively easy because everyone was excited to learn about the new technology and production. Now, after a few training sessions and lots of hands-on experience, most of our production is done on the Mac and put on the 'Instant Replay' hard disk delivery system. The main drawbacks lie with problems learning the software interface and the technical end of it.

There's plenty on the positive side. Production quality has gone through the roof. Theft is non-existent. We created the paid position of Production Director who coordinates all production, whereas before the entire staff contributed to production tasks. It is more effective to have one person in charge, so now the Production Director supervises all of the computers and facilities and runs regular training sessions.

Digital has made a big impact at KRUI. From the way the DJs are able to do their show, how the listeners perceive the station, how the station is managed, and the foundation being laying for future improvements. Broadcasting via the web is a goal down the road, but the current technology is costly and doesn't sound very good. But with our move to a brand new facility, we are still working to optimize the use of digital equipment within our station.

John Barker, General Mgr,
KRUI-FM, U. of Iowa

TV3

Pepperdine University, a small, private university in Southern California, has a lot on its plate. Students not only have access to 25,000 viewers in Malibu, but they also have the opportunity to program four additional channels on campus. Being a fully student-run station, there are seven paid student staff members and several assistant positions which are unpaid. Our flagship TV-3, broadcasts 24 hours a day and is programmed primarily with the community in mind (i.e. city council meetings, educational programming and news). TV-6, which was reborn during the 1994-95 school year is a solely student channel, with programs produced by students like NewsCenter 3, The Last Word, Malibu Magazine, Good Morning Malibu, National College News, Trailers and many more. Channel 6 has also added for its viewer's enjoyment uncut motion pictures broadcast three times daily. TV-6 broadcasts over 50 hours of programming per week. Beginning this year, the Pepperdine Radio Sports Channel was introduced as a means of covering Pepperdine sports on the road. PRSC, will provide full play-by-play coverage of all men's basketball, baseball, and volleyball games.

All of these opportunities truthfully presents a problem in both staffing the master control center and in the area of programming. The use of automation in switching was once only reserved for our community channel. However, as student programming increases, the use of automation is slowly beginning to be utilized in the student production area. One of our most widely viewed programs, NewsCenter 3, a nightly news program produced and directed by students for the campus and Malibu communities, got a technical and physical face lift this year. The donation of a new news set and the purchase of computerized newsroom and teleprompting equipment have increased the efficiency and quality of the program. The student television station serves also as a satellite downlink center for the campus. With five satellites, students have access to live interviews via satellite, not to mention news feeds and the hundreds of programming opportunities that lie in the sky. Students have conducted live interviews via satellite with such notables as Ross Perot and Shelley Long.

TV3 truly prepares students for work in the professional arena. With our up-to-date production facilities, students are encouraged to understand the concepts before mastering the procedures. There is no pre-requisite to being able to participate or even produce at the station. While the quality of some programs produced by beginners is nothing to write home about, by the second or third program things really begin to shape up. Through instruction and mentorship of one of the station's student directors, students begin to depend on and learn from each other — once this is accomplished, the quality that we come to expect soon follows.

Chris Koble, Programming Director
TV3, Pepperdine U.

RECOGNIZING EX

THE 8TH ANNUAL NATIONAL CONFERENCE OF STUDENT ELECTRONIC MEDIA IS GRATEFUL FOR THE GENEROUS SUPPORT OF **THE WILLIAM S. PALEY FOUNDATION.**

Sponsors of the 5th Annual Student Radio & TV Programming Awards include:

HBO SPIN BMI CNN NEWSOURCE IN THE CLASSROOM COMEDY CENTRAL CBS Radio Networks abc Radio Networks THE INTEREP RADIO STORE THE HISTORY CHANNEL MTV ESPN

NACB NATIONAL STUDENT RADIO AWARDS FINALISTS

DJ Aircheck
KTCC-FM/ Colby Cmty. College, "Mike Tippits Show"
WRHU-FM/ Hofstra U., "Morning Wake-up Call"
KALX-FM/ UC- Berkeley, "Mo Show"
KJHK-FM/ U. of Kansas, "Jazz in the Morning"
WKNC-FM/ U. of North Carolina, "Trear Scott Show"

Long-Form Production
WBWC-FM/ Baldwin-Wallace College, "Remember for Them"
WPHS-FM/ Cousino High School, "Jack Luxley"
WRHU-FM/ Hofstra U., "Fry One On"
WMUL-FM/ Marshall U., "From U Boats to Few Boats"
KRUA-FM/ U. of Alaska, "Winter Camping"

News/Sports Reporting
WMUL-FM/ Marshall U., "Sports 5pm edition"
WMSV-FM/ Mississippi State U., "Campus Housing"
KBLZ-FM/ U. of Central Oklahoma, "Slaughter Trial Preview"
WUEV-FM/ U. of Evansville, "Ryan Priest report"
KJHK-FM/ U. of Kansas, "Report 2/16/95"

Play by Play
WMWA-FM/ Glenbrook South High School,
"Titans vs. Spartans Basketball"
WMUL-FM/ Marshall U., "Football Quarterfinals Playoffs"
KJHK-FM/ U. of Kansas, "Kansas vs. Kansas State Women's Basketball"
WXCI-FM/ Western CT State U., "Western vs. Coast Guard Basketball"
KUGS-FM/ Western Washington U.,
"Western Washington U. vs. Seattle Pacific U. Basketball"

Promo/PSA
WSFX-FM/Luzerne County Cmty. College, "Monk Promo"
KDLX-FM/ Northwest Missouri State U., "Don't Be a Dope"
ACRN-FMca/ Ohio U., "Springfest '95"
KRUA-FM/ U of Alaska, "STD Hotline: Guess the Disease"
KJHK-FM/ U. of Kansas, "Hip Hop Rap"

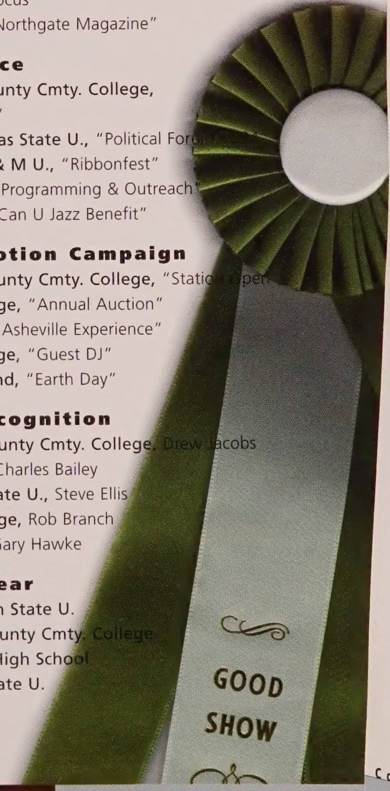
Talk/Magazine Program
WMSV-FM/ Mississippi State U., "Colorful Expressions"
WMCR-AM/ Moody Bible Inst., "C-53 Radio Magazine"
WNYU-FM/ New York U., "Feature"
WJPZ-FM/ Syracuse U., "Focus"
KALX-FM/ UC-Berkeley, "Northgate Magazine"

Community Service
WBZC-FM/ Burlington County Cmty. College,
"Oklahoma City Fundraiser"
KTSW-FM/ Southwest Texas State U., "Political For[illegible]"
KWTS-FM/ West Texas A & M U., "Ribbonfest"
WMUL-FM/ Marshall U., "Programming & Outreach"
KJHK-FM/ U. of Kansas, "Can U Jazz Benefit"

Marketing/Promotion Campaign
WBZC-FM/ Burlington County Cmty. College, "Statio[illegible]pen
WERS-FM/ Emerson College, "Annual Auction"
WMUL-FM/ Marshall U., "Asheville Experience"
KKSM-FM/ Palomar College, "Guest DJ"
WMUC-FM/ U. of Maryland, "Earth Day"

Faculty/Staff Recognition
WBZC-FM/ Burlington County Cmty. College, Drew Jacobs
WMUL-FM/ Marshall U., Charles Bailey
WMSV-FM/ Mississippi State U., Steve Ellis
KKSM-FM/ Palomar College, Rob Branch
KJHK-FM/ U. of Kansas, Gary Hawke

Station of the Year
WFAL-FM/ Bowling Green State U.
WBZC-FM/ Burlington County Cmty. College
WMWA-FM/ Glenbrook High School
WMSV-FM/ Mississippi State U.
ACRN-FMca/ Ohio U.



CELLENCE

Jeffrey Ross will be the awards host for the 5th Annual National Student Radio Awards and the National Student TV Programming Awards ceremonies on Saturday, November 18.

A Boston U. graduate, Jeff has a number of writing, acting, theatre and standup credits to his name. His numerous TV appearances include "Short Attention Span Theater", "Comedy Product" and "Comics Who Kill" on Comedy Central; "Comikaze" and "Half-hour Comedy Hour" on MTV; "Caroline's Comedy Hour" on A&E; "Late Show with David Letterman"; and an appearance on "Star Search". His screen credits include: Jeffrey, LA Woman *and* Celtic Pride.

NACB National Student TV Programming Awards Finalists

Comedy

Center for Contemporary Media/ DePauw U., "My Education"
MSU Telecasters/ Michigan State U., "The Show: Episode 16"
GSTV/ SUNY-Geneseo, "Nocturnal Transmissions"
UNC Student TV/ U. of North Carolina, "Off the Cuff #123"
NTTV/ U. of North Texas, "Who Said What?"

Documentary

GSTV/ Georgia State U., "Independence"
ICTV/ Ithaca College, "Heroes We Grew Up With"
UTVS-6/ St. Cloud State U.,
"Husky Harcourts: History of St. Cloud Basketball"
NTTV/ U. of North Texas, "Generation X: We Have Nothing to Say"
WTV Channel 13/ Wartburg College, "Media Spotlight"

Drama

Columbia College, "Glass Roots"
ECTV Channel 40/ Elizabethtown College, "The Prof"
ICTV/ Ithaca College, "Semesters: Vol. 5, Episode 1"
WNYF-TV/ SUNY Fredonia, "Credit Hours"
UNC Student Television/ U. of North Carolina, "General College"

Experimental/Animation

WARG-TV/ Argo High School, "Animaction"
Center for Contemporary Media/ DePauw U.,
"S's the nineteenth letter"
ICTV/ Ithaca College, "The Creature Chronicle"
i ear Studios-WPRI/ Rensselaer Polytechnic Inst., "el naftazteca"
LVTV-3/ U. of La Verne, "Blue"

Music Video Program

CTV/ Colorado State U., "Backyard Videos"
Columbia College, "Music Alive"
WO5BV/ Mississippi State U., "Believe"
KOCU-TV/ Oklahoma City U., "Country Style"
WNPC-TV 6/ SUNY-New Paltz, "Fiebre Latina"

Newscast

CUTV/ California U. of Pennsylvania, "CUTV Newscenter This Week"
CTV/ Colorado State U., "CTV News 4/25/95"
ICTV/ Ithaca College, "News Tonight"
K.M.A.C. Productions/McAllen High School, "KMAC News 5/19/95"
KSCU-TV/ U. of Central Oklahoma,
"The Edmond Report 10/26/94 Sportscast"

News/Sports Report

CUTV/ California U. of Pennsylvania, "Wood Street Fire"
CTV/ Colorado State U., "Halloween in the 90's"
ICTV/ Ithaca College, "Broken Families"
Norwich Today/ Norwich U., "Paintball"
Studio One/ U. of North Dakota, "Emus"

Play by Play Coverage

CUTV/ California U. of Pennsylvania, "Vulcan Basketball"
CUTV/ California U. of Pennsylvania, "Vulcan Football"
DUTV/ Drexel U., "DUTV Sports"
NYU-TV/ New York U., "Live Basketball Coverage"
RMC-TV/ Robert Morris College, "RMC Football: Duquesne at RMC"

Promo/PSA

NYU-TV/ New York U., "Air Raid Dancer Promo"
WNPC-TV 6/ SUNY-New Paltz, "Be Loud, Be Heard. VOTE!"
WB61-TV/ Towson State U., "Jesse Jackson Promo"
Channel 12/ U. of Mississippi, "Regan Seybert Promo"
Studio One/ U. of North Dakota, "Studio One Promo"

Talk/Magazine Program

CUTV/ Cal. U. of PA, "Pride and Progress: Stories from Fayette City"
Columbia College, "600 South"
Dept. of Journalism/ New York U.,
"New York Windows: A Closer Look"
Norwich Today/ Norwich U., "Mt. Washington, N.H."
Studio One/ U. of North Dakota, "Studio One, Show 131"

surfing the net

A whole lot has happened in the past four months is becoming the common opening statement for this column. But what a four months it's been: the passing of Jerry Garcia struck as a complete surprise and within a day or so Netscape Communications Corp. began trading publicly. I have to admit that the "not guilty" verdict in what must be one of the country's longest running murder trials resolved in an unexpected manner as well.

This "TestDrive" is going to seem all over the place, but bear with me, we only get to do this four times a year and the silicon is soaring.

If you are using Netscape as your browser you probably have come across some of the first animation on the Web. The movement is accomplished through HTML tags that instruct the client or server to "pull" or "push" the data flow. When a short duration is specified in a script, pages appear to become animated. Several great examples integrating these tags are seen at:

<http://www.razorfish.com/"> razorfish>

<http://www.mmrcorp.com/feats/">Netscape Feats>

<http://www.batmanforever.com>

The evidence continues to mount that the Net will become a viable delivery mechanism for video and audio. Realization is not terribly far in the future; and with new partners and investments, it's likely that Netscape will become one of the major vehicles to drive that movement.

Since our last "TestDrive," more has been learned about the future plans of the Macromedia and Netscape association. While Netscape has shipped its 2.0 beta the promised integration of seamlessly playing Director files is not yet available.

As originally described, Director would enable synchronized graphics, sound, animation and local interactivity locally on a page. While it's unknown at press time when we'll have these capabilities that Macromedia has now deemed, "Shockwave" Netscape 2.0 at least presents some promise in that direction. Importantly, the new browser begins moving more of the scripting capability to client software. That's certainly where you need it when your system administrator is just too geeked out to speak or if you are like me and rely on POTS (plain old telephone service) and a commercial Net provider.

2.0b1 is looking more and more like an integrated package like ClarisWorks. Improved e-mail and Newsgroup capabilities exist, but I'll probably continue with Claris EMailer and NewsWatcher. There are some new extensions to HTML. For better or for worse, one which I believe will become popular amongst pagemakers is Frames. Frames enables the displaying of multiple documents — think of it as the coming of an ad on every page.

Another major Netscape partner, Adobe refuses to be outdone in this new publishing paradigm. An update for Acrobat, code-named Amber, will integrate Acrobat docs for searching and linking on the Web. By "this fall" Acrobat Player will be released. Acrobat Player is a portable version of Acrobat that can be implemented in silicon in a wide range of information appliances including set-tops and LCD projection units. It is reported that many multimedia file types including audio and video and compression formats will be available for display from the Player.

@Home, the six month old startup that promises high speed (10-megabits-per-second) Net connection via cable television, has put all of its software eggs in Netscape Communications Corp's basket. One way to get Netscape's undivided attention is to tap their President, James Barksdale for a slot on their board. For those out looking next year for an exciting new place for a job keep your eyes on this site. Incidentally, @Home is a John Malone, aka Tele-Communications Inc., collaboration/brainchild so selling the required cable operators on the idea is virtually a done deal. To strengthen this further is TCI's far reaching relationships with the content development community. I would say @Home is a good place for investment.

DirectTV, the Hughes all digital direct-to-home satellite operation, is also claiming a leg up in the broadband Net business. Apparently DirectTV has had telephone modems build into each of their Digital Satellite System (DSS) receivers so that all a user has to do when their Net delivery system is launched (next spring) is plug the 18" dish directly into the computer. However, and now for the shadow, they do anticipate shipping new cards before then that will replace the already existing phone jacks. While I and others have some real questions with regards to using direct from satellite communications for Net delivery, there is a potential of shipping a gigabyte of info in only a few seconds.

We plan on having several machines with browsers set up at the NACB National, so get yourself there and say hello. I am always open for feedback, so please suggest what you would like to see more of in "TestDrive". To make the sites we mention in our columns convenient to get to I have started putting "TestDrive" on my page. That way you can simply copy the column in HTML and throw cyberdarts at it. My page is: <http://www1.usa1.com/~palombo/>

More sites to stop in on:

Motion
<A HREF="http://www.perry.com/imb1ff/imb1ff.html">International MPEG Bizarre 1st Film Festival </A> <p> <p>

<A HREF="http://bug.village.virginia.edu/"> WAXweb, Waxweb 2.0 Beta (1675)</A> <p> <p>

<A HREF="http://www.lowres.com/lowres/"> LOW RES Film Festival</A> <p> <p>

Art
<A HREF="http://www.sgi.com/grafica/" GRAFICA Obscura</A> <p> <p>

Fun
<A HREF="http://www.unitedmedia.com/comics/dilbert/" ADD_DATE="809008588" LAST_VISIT="812731045">The Dilbert Zone</A> <p> <p>

Misc
<A HREF="http://www.uark.edu/depts/comminfo/www/ACA.html">American Communication Association WWW</A> <p> <p>

continued on next page ➤

N A C B

NATIONAL ASSOCIATION OF
COLLEGE BROADCASTERS

FAX COVER SHEET

TO:
✗ U. of Oklahoma fax: 405-325-7565 Jim McCluskey
✗ Rhode Island College fax: 401-456-8379 Larry Budner
Northeast Louisanna U. fax: 318-342-5665 Joel Willer
✓ Endicott College fax: 508-927-1063 Terry Meier
✓ Luzerne County Cmty. College fax: 717-740-0605 Ron Reino
✓ Southwest Texas State fax: 512-245-3732 Bob Shrader

FROM: Kelley Cunningham, Executive Director
401 863.2225 tel • 401 863.2221 fax • nacb@aol.com e-mail

DATE: 1/23/96

RE: F/S Meeting Agenda. Meeting is at 8PM EST.

OF PAGES TO FOLLOW: 1

NACB F/S Board Meeting

THURSDAY, JANUARY 23, 1997 8 PM EST

(Note: This information is provided to members of the Board for their use only. It is to remain confidential.)

Call Agenda

1. Call to Order

2. Approval of Agenda/ Previous minutes

3. Update on previous Board calls

4. Previous Business:

a. December Membership Campaign. Campaign to end on Jan. 30th. Report on calls from each member. 2 Responses to date from campaign. Total station memebrship 276 stations.

b. Updates fromthe three main committees. (Member Development, Trade Association Development and Faculty Track at N'97). Also consider *College Broadcaster* participation and web development.

5. New Business:

a. BEA/NAB '97. Who is going, how can NACB make a greater presence? Who will work on this?

b. Posting of minutes to the listserv

c. Commitiee work expansion

d. Working with the Executive Board

Next Call: TBD

Northeast Louisiana University
College of Liberal Arts
School of Communication
(318) 342-1390
Department of Radio, Television, and Film
(318) 342-1419

Facsimile Cover Sheet

To:	Nick DeNinno
Company:	GSTV
Phone:	716/245-5894
Fax:	716/245-5400
From:	Joel R. Willer, Assistant Professor
Company:	Department of Radio, Television, and Film Northeast Louisiana University
Phone:	318/342-1426
Fax:	318/342-5665
Date:	February 23, 1996
Pages including this cover page:	2

Comments:

I have attached several questions for you to consider for our meeting on Monday. Let me know if there is anything else I can do to help.

✓

By-Law revision conversation-starting questions:

1. Past practice has placed the former Executive Director on the E-Board, as its chairman. This policy has no basis in the existing By-Laws--indeed it is in partial conflict with the present By-Laws. Should this policy be continued, and if so, how should the By-Laws address the issue?

2. The existing By-Laws provide for little continuity from one Board term to another. A proposal has been put forward which would establish a student class and a faculty class of membership, with the resulting faculty class having a two year term for each member (student Board member terms would remain one year). Is this change desirable, and does this provide sufficient carry-over?

3. Past practice has limited faculty/staff to a maximum of two of the positions on the Board. This policy is not reflected in the existing By-Laws. Is this arrangement appropriate and should it be formalized? Is the overall number of Board members appropriate?

(Questions 2 and 3 are interrelated, in that 1) an on-going concern has been to ensure this organization is student-driven, and 2) most students are pragmatically limited a one-year term during their student tenure, which limits the potential for extended terms.)

4. The existing By-Laws do not recognize the Faculty/Staff Advisory Board. Should the By-Laws outline the mission of the F/S Board? What should that mission (or missions) be? Should we create a F/S board liaison position to sit on the E-Board as an ex-officio representative, which might enhance continuity/institutional memory?

5. Should we continue to hold the election of Board members at the annual meeting? A proposal has been made to conduct mail elections prior to the annual conference.

6. How might we improve the descriptions and the duties of the Secretary and Treasurer (Article 7) to better reflect and distinguish between those responsibilities which are most appropriately handled by the national office staff and those which should be directly supervised by Board member(s)? What is the most appropriate mechanism to ensure a proper flow of information from and to the E-Board, and adequate supervision by the E-Board of the business of the organization?

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

FAX COVER SHEET

TO: **Brad Bailey**, KTSW-FM, Southwest Texas State U. (512) 245.3732

Bob Ball, WMUL-FM, Marshall U. (304) 696.3232

Lenora Brogdon-Wyatt, Dept. Comm., Spch. & Theatre, Bennett College (910) 370.8794

Nicholas DeNinno, GSTV, SUNY Geneseo (716) 245.5400

James McCluskey, Dept. Radio & TV, U. Oklahoma (405) 325.7565

Jeff Option, WOWL-AMcc, Southern Connecticut State U. (203) 392.5507

Adam Sharp, HTV, The Hotchkiss School (860)-435-0042

CC- Mike Black @WEOS & Joel Willer & Elaine Green
318-3425605

FROM: NACB
401.863.2225 tel • 401.863.2221 fax • nacb@aol.com e-mail

DATE: 2/26

RE: Bylaw info

OF PAGES TO FOLLOW: 4

To: Joel, Eloise, Brad, Lenora, Joann
From: Nicholas A. De Ninno
Re: By-law Changes
Date: February 25, 1996

I would like to thank everyone for forwarding their By-Law proposals/amendments to me in such timely manner considering the short notice. The information obtained will surely help to expedite and focus our meetings. Attached is short list questions compiled by Joel Willer to help us start conversation on issues that seem to be of interest to many on this committee.

Also attached is short summary of suggested recommendations and changes to the By-laws. None of these of course are set in stone but they will provide us with a good place to begin our discussion.

By-law revision conversation starting questions:
-Joel R. Willer

1. Past practice has placed the former Executive Director on the E-Board, as its chairman. This policy has no basis in the existing By-laws--indeed it is in partial conflict with the present By-Laws. Should this policy be continued, and if so, how should the By-Laws address the issue?

2. The existing By-Laws provide for little continuity from one Board term to another. A proposal has been put forward which would establish a student class and a faculty class of membership, with the resulting faculty class having a two year term for each member (student Board member terms would remain one year). Is this change desirable, and does this provide sufficient carry-over?

2.a A proposal has been made to have student Board members mirror the terms of the faculty members. Some student Board member terms might also be two year terms, meaning that they would have to start as Sophomores entering their Junior year. This would create a staggered election process and would provide more carry-over and stability to the board.-N.D.

3. Past practice has limited faculty/staff to a maximum of two of the positions on the Board. This policy is not reflected in the existing By-Laws. Is this arrangement appropriate and should it be formalized? Is the overall number of Board members appropriate?

3.a It has also been proposed that some student Board members may still only serve one year terms. This is to ensure that the NACB does not rule out strong student Director candidates that are Junior status. -N.D.

(Questions 2 and 3 are interrelated, in that 1) an on-going concern has been to ensure this organization is student driven, and 2) most students are pragmatically limited a one-year term

during their student tenure, which limits the potential for extended terms.)

To further complicate things, here is Michael Black's Board Term Proposal:

What I propose are two changes. The first, is to extend the term of each position to a two years duration. In addition a staggered election would result. For example, 3 or four students, half would run one year, half the next. The same would be true of faculty/staff members of the E. Board. This would require one small change to allow students that are entering their Junior Year to fulfill their second year as Seniors, and their final half of their as graduated members. The bylaws would be modified to allow for this carryover. It would still preclude someone from running who was not going to be in school for the duration to run.

Here is the Breakdown based on this CURRENT year:

11/95	Junior Student A elected
1/96	Student A term starts
11/96	Other members Elected, Student A continues, now a SENIOR
1/97	New members start serving
5/97	Student A graduates, continues to serve
10/97	Student A runs for re-election, Only if a Graduate Student
1/98	New board Term starts, Student A starts Term 2 or leaves board if not elected.

A student who was to run for E-Board as a College Senior, could only run if that person was entering Graduate School upon completion of his undergraduate degree.

By-laws would be changed to allow two consecutive terms served, and then a rotation off the Board would be required for one term. Appointments by the Board would be made to fill vacancies, and the appointee would serve out the term to its completion, and then opt to leave or run for re-election. For the purpose of consecutive terms, if the appointment to an unexpired term is more than 6 months, than it is counted on as serving a full term, and only one additional consecutive term is allowed. This will of course work conversely.-M.B.

4. The existing By-Laws do not recognize the Faculty/Staff advisory Board. Should the By-Laws outline the mission of the F/S Board? What should that mission (or missions) be? Should we create a F/S board liaison position to sit on the E-Board as an ex-officio representative, which might enhance continuity/institutional memory?

4a. It has also been proposed that a Board member could serve simultaneously on the FS board, but could not also be chair

of the FS board. In addition, should a Board member fill two terms and then move to or be a member of the FS Board, then there must be a 1 year lapse in his being appointed chair of the FS Board, as that position would also be on the Board.-M.B

5. Should we continue to hold the election of Board members at the annual meeting? A proposal has been made to conduct mail elections prior to the annual conference.

5a. A summary of the current Michael Black election procedure: First, the election should be moved to take place **AFTER** the conference, and it should take place by mail. This would mean that the election would have to take place on a different timetable: (suggested)

August - Conference: Call for nominees- candidates must apply and have statements/ bios to NACB by the close of the conference.

Week After Conference: Ballots, Bios/statements, Authorization form, mailed to Stations.

December 10	All ballots due, winners announced.
Janurary 15	New Board takes over.

5b. Is having the election procedure after the conference and done via mail really the best way for our members to discern which candidates are the strongest. I feel that when a candidate is placed before our members for a question/answer session, qualities negative and positive become apparent. One suggestion may be to have a first round election at the conference to elect Director finalists; then our membership can vote via mail on these finalists. This would ensure that committed candidates are on the ballot, opposed to smoke screen candidates that are just looking to beef their resumes. -N.D.

6. How might we improve the descriptions and the duties of the Secretary and Treasurer (Article 7) to better reflect and distinguish between those responsibilities which are most appropriately handled by the national office staff and those which should be directly supervised by Board member(s)? What is the most appropriate mechanism to ensure a proper flow of information from and to the E-Board, and adequate supervision by the E-Board of the business of the organization?

7. Number, Qualifications and Term of Office - specifies only that the Board shall not be less than five, but gives no upper number. (In fact the 5.15 Quorum section defines quorum when Directors number more than fifteen.) The number of Directors may be changed by the Board. At some point the number of Directors was fixed at seven.-E.G.

8. Article 16 deals with NACB Chapters. I am unfamiliar with any chapters, and do not recall receiving any information about

forming chapters during the seven years my station has been a NACB Member. Are Chapters a disirable direction, or should the Article be Eliminated.

9. Should we require E-Board Members be from specific regions? Would the Board be more properly represented nationally if we adopt this system? Is there really a concern that we are not representing all of our members?-Lenora, N.D.

NACB F/S Board Minutes 29 February 1996

On Call: *Past Board Members*: Tony Silvia (U. Rhode Island) and Ron Pesha (Adirondack Cmty. College) *Current Board Members* : Larry Budner (Rhode Island College), Ron Reino (Luzerne County Cmty. College), Terry Meier (U. South Dakota), Jim McCluskey, E-Board Liaison (U. Oklahoma)
Missing by fault of Kristine: Joel Willer (N.E. Louisiana U.)
Meeting Start: 9:10 PM

•Kristine gave ED Search Update

•(Kristine) As far as the F/S Advisory Board is concerned, it is important to note that while called a "Board" it is not a formal entity established in the By-laws of the organization. Therefore, it is more or less a large committee with several smaller committees under its umbrella. While members of each of the committees may vote on issues affecting F/S Board operations, the F/S Board itself has no official vote through membership procedures in the matters directly relating to the day to day operations of NACB. The input of F/S members is always welcome however in relation to any matters concerning NACB.

•(Kristine) With that said, the current "Committees" of the F/S board are: Academic/Professional Development, Publications, Curricula, and Special Projects. We need to decide if these warrant continuation or if perhaps there are better ways to restructure and apply the energy of those interested in participating. Let me tell you some ideas I had for specific project areas - which once established can hopefully build membership back to the original committees. These ideas include membership building, work at other conferences, and the National Conference. I want faculty to be involved in planning all of the faculty related sessions.

•Discussion
(Tony) I think those are all good areas, the publications is really a hard committee to maintain and there are a lot of issues and operations involved perhaps it is better to let that rest for awhile. (Ron Reino) I am interested in membership, and how people get involved, or how they may want to get involved to really help out the stations. (Terry) I have an interest in BEA, I am going this year perhaps we can do some planning then or recruiting (Larry) They announce the theme for 97 on Monday at BEA. (Kristine) planning for 97 can begin right there then........etc.al.

•Resolutions
To establish three project areas from which to build participation and Faculty or Staff interest.

• ***Member Development*** - This committee would work to evaluate NACB's services to faculty and professional members, and actively pursue increases in both membership and participation in NACB related activities. **Project Chair**: Ron Reino

• ***Trade Association Development*** - This committee will work toward full participation in panels at BEA '97, as well as build stronger relationships with additional trade associations affiliated with electronic media. **Co-Chairs**. Terry Meier, Larry Budner

• ***Faculty Track at N'96*** - This committee will work with National Conference coordinators to develop and implement a series of sessions and workshops geared toward faculty/staff interests at the National Conference in November. Possible Chairs? Jim McCluskey or Joel Willer

•Other:

Kristine will be in touch, and will gather names of people interested in F/S participation at each of the Regional Conferences. In the meantime, please keep in touch with each other, and if you have any questions please feel free to give her a call.

Call End: 10:00 PM

NACB Faculty/Staff Advisory Board Outline

March - November 1996

The Faculty/Staff Advisory Board developed out of the belief that NACB should do more for the faculty and staff advisors to student stations within its membership. Because they are an integral part of both our association and the student stations they serve, there is the notion that by helping them confront issues related to their position, further benefits are extended to the students they deal with. By involving more individuals at all levels, the association not only grows in membership, but also in strength and purpose. In addition, it is believed that the experience and stability of those thoroughly involved in academia, lends continuity to NACB, thereby ensuring its commitment to education and continued growth.

Faculty/staff participation at this point in time is sought for three project areas.

- *Member Development* - This committee would work to evaluate NACB's services to faculty and professional members, and actively pursue increases in both membership and participation in NACB related activities.

- *Trade Association Development* - This committee will work toward full participation in panels at BEA '97, as well as build stronger relationships with additional trade associations affiliated with electronic media.

- *Faculty Track at N'96* - This committee will work with National Conference coordinators to develop and implement a series of sessions and workshops geared toward faculty/staff interests at the National Conference in November.

Current Faculty/Staff Advisory Board members are:

Lawrence Budner, Rhode Island College
Terry Meier, U. South Dakota
Ron Reino, Luzerne County Cmty. College
Jim McCluskey, (Executive Board Liaison), U. Oklahoma

For More Information Contact Kristine Hendrickson at 401.863.2225 or email NACB @aol.com

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

FAX COVER SHEET

TO:

U. of Oklahoma (OK) fax: 405-325-7565 **Jim McCluskey**
Rhode Island College (RI) fax: 401-456-8379 **Larry Budner**
Northeast Louisanna U. fax: 318-342-5665 **Joel Willer**
U. South Dakota fax: 605-677-5073 **Terry Meier**
Luzerne County Cmty. College fax: 717-740-0605 **Ron Reino**

FROM:

Kristine Hendrickson, NACB
401.863.2225.tel • 401.863.2221.fax • nacb@aol.com e-mail

DATE: 4/30/96

RE: F/S meeting Wednesday, May 1, 1996 at 9PM est.

# OF PAGES
TO FOLLOW: 2

Agenda for Faculty Staff Advisory Board Meeting • Wednesday, May 1, 1996 • 9PM est.

NACB Office Brief

- Planning for fiscal year wrap-up to take place end of May with focus on upcoming fiscal year.
- National Conference will be held November 7 - 10, 1996 in Providence. Theme for 9th Annual Conference of Student Electronic Media is "Media in Transit".
- Regional Conferences are wrapped up.
- Lists of interested F/S and possible committee members will be sent out soon.

Call Agenda

1. Call to Order
2. Approval of Agenda/Previous minutes
3. Previous Business
    a. Project areas...Are we set with who will be responsible for which project area?
    b. Arrangement of phone meetings for each project area with Kristine
    c. Timelines for project areas and completion
4. New Business
    a. Establishment of Chair for all of F/S Board. Is this necessary?
    b. Adding of Bob Shrader to calls after May 1st.
    c. Summer schedules, availability, and phone numbers or addresses. Email also.

    d. Setting of next meeting..Proposed date...Tuesday, May 21st 9pm.

Name **Address**	**Title** **City**	**Institution** **State, Zip & Division**	**Phone** **Fax**
James McCluskey 860 Van Vleet Oval	Sequence Coord. Norman	U. of Oklahoma OK 73019-0720 Dept. of Radio/TV	405-447-8382 h 405-325-7565
Lawrence Budner 600 Mt. Pleasant Ave.	Chairman Providence	Rhode Island College RI 02908 Communications &	401-456-8270 401-456-8379
Joel Willer 123 Stubbs Halls	Monroe	Northeast Louisiana U. LA 71209-8821 KNLU - FM	318-342-1426 w 318-342-5665
Ron Reino 1333 S. Prospect Street	Advisor Nanticoke	Luzerne County Cmty. College PA 18634 WSFX	717-740-0632 717-740-0605
Terry Meier 414 East Clark Street	Advisor Vermillion	U. South Dakota SD 57069-2390 KAOR-FM	605-677-8471 605-677-5450

Mark_Macleod@brown.edu

Professional session – Prof
election / olympics follow up
networks / mergers ?

post to listserv

May 13 for
suggestions

11a Fri. 5/10
committee
mtg

401-863-2824

Direct line after
6pm

8p 6/12

F/S MTG

NACB Faculty/Staff Advisory Board • Minutes 5/1/96

submitted by: Kristine Hendrickson, NACB

Meeting Start: 9:03

•Call to order those present:
Jim McCluskey (U. Oklahoma), Larry Budner (R.I. College), Joel Willer (Northeast Louisiana State), Ron Reino (Luzerne County Cmty.) Terry Meier (U. South Dakota).

•Approval of Agenda/Previous Minutes
Agenda and previous minutes approved

•Previous Business

a. Project Areas:

Member Development: Ron and Kristine touched base on April 12, 1996 with a goal to increase professional/faculty development by 5%. Intern working on professional development has been hospitalized, project will be picked up again shortly. Kristine will forward materials to Ron, as far as campaign goes.

Discussion - **(Terry)** individuals at BEA had vague awareness of NACB. Overall impression generated through to Terry was that they felt the organization was there for only the students. Thought faculty were not "invited" to the National Conference. This feeling spawns a necessity to actively promote faculty participation and attendance at N'96. PR campaign. **(Ron)** Perception is true - we need to highlight that point. Do service menu to faculty and professional members. What are services that would specifically benefit faculty? Professionals? **(Joel)** Bring back Faculty column in *College Broadcaster* . Applied articles give us more value added. **(Kristine)** Also promote the opportunity to write for both the magazine and the handbook. Get State Broadcasters involved **(Jim)** There is some hesitation on the part of State Broadcaster organizations because they view it as competition (**Kristine)** Perhaps we should work on our relationship with them to facilitate greater cooperation) **(Jim)** What about a panel at BEA 97?

Trade Association Development: **(Terry)** Did a lot of handshaking at BEA, which is where information regarding faculty impression of NACB was picked up. After pitching the conference and F/S activities, more seem interested. Main problem: NACB is 7-10th November and ATAS faculty seminars are November 13 - 14th - but cross over should not really be that large. At least 25 or so were interested in learning more about NACB and perhaps attending. Came away with the idea of having more professional/faculty interaction. Sessions at N96 where for example Oedipus would meet with radio oriented faculty...basically draw on professionals to give faculty a connection. Connection in terms of how to make their own jobs of training students better for the field. **(Joel)** How many times have we had sessions where professionals indicate what we as faculty need to offer students to make it in the real world? A title something like "Make your courses relevant" . **(Terry)** Even from a standpoint of professional development. **(Kristine)** A faculty version of Station Managers/GM's meet and greet, along with the faculty advisor meet and greet. **(Larry)** Tap more popular stations in Rhode Island to staff these meetings. Personalities like Rudy Cheeks, Arlene Violet etc. a combination of academic/career would be the talk show, elections and the future of the Networks. **(Joel)** Joint sessions at the regional level with associations like RTNDA, AEJMC, and CMA would be reasonable as well. **(Terry)** What if we tried to do faculty IRTS field assignments - group a tour for faculty only to tour a station. **(Larry)** Multimedia tours are pretty big as well. I will talk to Phil Palombo about who to approach, also ITVA is nice as well.

Faculty Track at N96: **(Kristine)** Although most discussions tonight have led to this we still need to establish chairs etc. **(Joel)** There needs to more of a split this year between an academic and media related focus. **(Kristine)** Joel, Jim do either or both of you want to take this as your project area? **(Joel/Jim)** Agree. **(Kristine)** Joel will post to the F/S list a message regarding Session topics. All entries must be emailed to Joel by May 13th. Joel will then forward them to me.

b. Phone Meetings with Kristine re: Project Areas - timelines for project areas and completion will be absorbed into each of the individual meetings.
Ron Reino/ Member Development: Tuesday, May 7, 1996 @ 2PM est.
Larry&Terry/Trade Assoc: Tuesday, May 7, 1996 @ 10:30 AM est.
Joel & Jim/Faculty N'96: Friday, May 10, 1996 @ 12 noon est.

•New Business

a. Establishment of Chair for all F/S Board

(Kristine) The subject has been brought up as to who will continue Nancy Kaplan's position as Chair of the F/S Board. I would like to question whether this position is really necessary. It seems to me that at this point in time there are not enough people or committees to warrant having a chair. What do you think? **(Jim)** According to an email for m Nancy Kaplan, as far as she is concerned, I was appointed to be the chair. I was elected at the National Conference. **(Kristine)** I don't remember any election, nor did I have any prior knowledge of such an election **(Joel)** I don't remember an election either. **(Kristine)** the only appointment I remember is Jim being the E-Board Liaison. **(Joel)** This is an area which should be further evaluated - the liaison should not be a member of the E-board itself - a power issue? **(Kristine)** We can look at that issue later - I don't necessarily agree - it is more cost efficient to have Jim be the liaison because he is on both boards - and remember he is only giving a report...the F/S Board is non-voting- for the amount of work being done at the moment - a simple report to keep people informed is all that is needed. We can table this until another time. **(Ron)** I don't think we need a chair. I like it the way it is. Kristine is directly responsible in her job for these project areas as well - I , and we all get our information from her already, she runs the calls - why do we need a chair - I don't see the advantage...the difference in operation will only be that someone has the title. **(Jim)** Traditionally the role of the chair has been a faculty person who understands the things we need, a matter of continuity. **(Terry)** I have worked with Jim - he will not try to "take over". **(Joel)** I move to vote on whether there is a need for a Chair. **(Larry)** I second. Vote: Ron: No
Joel : Abstain
Jim, Larry, Terry: Yes Vote passes There is a need for a chair

(Joel) Move to accept Jim McCluskey by acclamation. **(Terry)** second.

Resolved: Jim McCluskey will be Chairperson of the F/S Board until a new Chair if such a position is again required, is appointed in November of 1996 or until the ending of the current board's term of office.

b. Adding of Bob Shrader to F/S calls
(Joel) so moved
(Terry) second
Resolved: Bob Shrader, of Southwest Texas State University and KTSW-FM will be added to the F/S Board, and all subsequent conference calls after the date of May 1, 1996.

c. **Summer schedules:** Reported to Kristine

d. **NEXT BOARD MEETING IS WEDNESDAY JUNE 12 @ 9 PM est.**

Meeting adjourned: 10:07 PM

Subject: **For Kristine**
Date: Wed, 15 May 1996 18:13:30 -0600
From: "Joel R. Willer" <tvwiller@alpha.nlu.edu>
Reply-To: tvwiller@alpha.nlu.edu
Organization: Northeast Louisiana University
To: nacb@aol.com

Jim and Kristine--

They're a little late--I finally got those pesky finals out of the way--but here are the responses I have received about ideas for the faculty/staff sessions at the National. I've trimed them down a bit, but I have included all of the responses I have. Some of the ideas cross over to general sessions, while others specifically cover faculty issues.

I am very pleased at the number and quality of notes I received; I think this demonstrates how we can effectively communicate to our membership through the Listserv.

Several observations I have made after looking at the responses:

1. A session for new advisers might be appropriate--we certainly should have a sufficient number of old war horses willing to share their battle stories. My concern would be over the number of potential attendees for such a session; perhaps it could be packaged in such a way to be of interest to new and old advisers.
2. Equally important to new advisers and old is the issue of advising styles (see Kathy Lawrence's and Nancy Kaplan's notes).
3. Cable access channels are a recurring theme. To make this relevant to faculty, perhaps it could focus on issues such as negotiations with cable systems, establishing policies, organizing personnel and budgets, etc.
4. Faculty development also was mentioned more than once. How can faculty members (not necessarily limited to media advisers) keep up-to-date with technology, media content, and teaching trends.
5. Perhaps related to the above, but also quite different, is the issue of how colleges and universities can ensure what we are teaching is relevant in the professional world.
6. To stretch this idea even further, what about a session in nuturing professional contacts for the curriculum--guest speakers, intership sites, alumni placement, scholarship funds, and general resource persons?
7. Ken Nagelberg brings up the age-old college radio controversy about formats. Could this be discussed not as just a programming question, but as a pedagogical issue particular to faculty? Is there an equivalent for student television?
8. We have had general underwriting sessions. Perhaps there should be a session for advisers about how to organize and manage an effective fundraising program (and teach sales/development).

These are just some of my immediate reactions to the responses. Certainly there are other topics to be considered. It seems as though the emphasis in the notes is on the adviser; I think we should maintain a balance of sessions involving advisers and sessions dealing more generally with curricular issues. I found it interesting that there were no responses discussing traditional academic research--could it be that these people see this as a distinction between NACB and BEA? Is that what we want....? (I'm not suggesting an opinion, only asking a question)

Several of the notes also include offers to serve on the panels. Let's keep these folks in mind as things are pulled together for November.

Look these over and let's get together to discuss where we need to go next.

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------------------------------|          )------------------------------
Joel R. Willer                |       *  )       tvwiller@alpha.nlu.edu
General Manager, KNLU-FM       \      NLU /
Northeast Louisiana University )       /       Direct:   (318) 342-1426
130 Stubbs Hall                /       \____   Station:  (318) 342-5658
Monroe, Louisiana  71209-8821 \             (  FAX:      (318) 342-5665
------------------------------/______       /-------------------------
                                     \____/\_\
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1.

Date: Thu, 02 May 1996 18:08:41 EDT
From: hogan@HEROES.ROWAN.EDU

I think one of the most important things to consider is to have a separate panel for radio & TV faculty members. Last year, the conversations were constantly drifting either to tv or radio. Also, I think a panel discussion on sales techniques might be helpful, especiallyfor students trying to learn how to sell grants. I would be willing to help out!

2.

Date: Fri, 03 May 1996 08:55:10 -0400 (EDT)
From: ELOISE <ELOISE@ithaca.edu>

Just an idea for a conference session - new methods of programming distribution and reception.

- Is transmission over the web just a novel gimmick or is there something to it?
- How big a threat to cable is DBS
- How soon can population areas expect combined telephone/internet and cable service and what are the implications of this? (Rochester NY already has been running test service of telephone/cable from one provider and plans to add internet.)

3.

Date: Mon, 6 May 1996 20:33:48 -0400
From: DoctorFolk@aol.com

How about a panel on music formats for the college radio station. I did a panel last year (with papers) at the Speech Communication Association with Rob McKenzie from WESU at East Stroudsburg. We specifically focused on the debate between the "creative alternative" model of college radio and the "real world practice" model. Maybe a wider range could be covered--alternative vs. modern rock vs. news/talk vs. CHR, etc. At any rate, I'd be glad to take the "creative alternative" position again on such a panel.

Ken Nagelberg,
Dept. of Mass Communications
Southern University
Baton Rouge, LA 70813
(504) 275-1745 (home)
(504) 771-5790 (office)

4.

Date: Tue, 7 May 1996 19:13:38 EST

From: "Drew Jacobs" <DJACOBS@PEMB.BCC.EDU>

While I do not have any seminar topics to add to the list I wonder if someone from the Poynter Institute would be available to come to the National. I get regular information from them and what they can do for faculty and professionals. A session for the faculty would be great. We could do a workshop, maybe do it over a 2 or 3 hour period and it could cover subjects like those you have listed on your posting. I have never had to opportunity to attend one of their sessions.

The Poynter Institute can be reached at 818-821-9494.

Drew Jacobs
WBZC-FM
Burlington County College

5.

Date: Fri, 10 May 1996 13:29:34 -0500
From: KathyL@mail.utexas.edu (Kathy Lawrence)
A couple of thoughts for topics:

--Making the transition from the classroom or the professional world into student media advising -- perhaps a panel, with tips and war stories.

--Advising styles, making your responsibilities to your institution and your responsibilities to your students mesh with their needs.

--Student-centered advising -- basically making sure you keep in mind you're there for them, not the other way around -- it isn't your station or university; it's theirs.

6.

Date: Fri, 10 May 96 12:04:34 PST
From: "Ann Robinson" <robinsoa@ccmail.orst.edu>

I would be interested in hearing ideas about what we who are on cable access channels will do if access requirements become a part of the past under deregulation--how to get the programming out.

More and more students are coming to us to use the facilities to produce projects for education classes, horticulture, music, etc. Should we be trying to accommodate such requests--what are some ways--if not what are the arguments against.

For five years, I have been working with local government agencies to try to bring PEG access into our facility (along with the dollars to support such a venture) I would be willing to talk about the process, prospects, etc.

How do we get our students to do true "public interest" programming? How to work collaboratively with the rest of student media most productively.

How to bring diverse people in to work on radio and tv and appeal to a culturally diverse audience.

What are folks doing to recruit students in this era of decentralized registration--What works in terms of promoting the existence of radio &

TV stations on campus.

A session on training student management staff.

What type of courses are being offered to non-broadcasting majors. Are folks doing video shooting/editing short courses. Video teleconferecing training, etc.? If so a session on what these include and how they work would be extremely valuable.

Ann Robinson
KBVR TV & FM Manager
robinsoa@ccmail.orst.edu
(541)737-4604

7.

Date: Fri, 10 May 1996 16:07:20 -0400 (EDT)
From: Norman L Prusslin <NPRUSSLIN@ccmail.sunysb.edu>

Suggested session topics:

Relationships between students/fac-staff/licensee
Professional development for media advisers on campus
The impact that unattended operation and discontinuation of restricted permits will have on stations
Telecommunications act of '96 - impact on campus stations
Academic credit options at campus stations

---Norm Prusslin
General Manager WUSB-FM
Adviser, 3TV
Instructor of Media, Dep't of Theatre Arts

8.

Date: Fri, 10 May 1996 16:37:47 -0500 (CDT)
From: Len Clark <lc1@evansville.edu>

Include me as well, Len Clark, WUEV-FM - University of Evansville. I am brainstorming some possible areas of discussion and will relay them ASAP.

Len

9.

Date: Fri, 10 May 96 19:46:09 EDT
From: "Will Robedee, Director of Radio/TV" <ROBEDEEW@NPVM.NEWPALTZ.EDU>

We are about to sign on a new cable TV station that is leased access. THis allows us a lot of freedom, including the ability to air commercials.

This come about from a unique, cooperative agreement between the two local municipalities, the cable company and the college. We do have some bligations to the Municipalities, but they are minimal.

The cost of the lease is $1 per year. The Cable company gave the municpalities $25,000 for use in conjunction with the channel. The are allowing us to specify equipment and borrow it.

Seem interesting enough for a session?

** Will Robedee **
Director of Radio and TV
SUB 309
SUNY New Paltz
New Paltz, NY 12561
(914) 257-3084
(914) 257-2790 (fax)
Robedeew@NPVM.NewPaltz.edu

10.

Date: Sat, 11 May 1996 12:44:06 -0400
From: Wayne Olsen <anhaga@usa.net>

Here are some fields we continue to ruminate:

1. A forum discussing deterrance of thefts of recordings and equipment. Policies, management, and equipment.

2. Discuss the problem of programming and effectively promoting college radio's multiple music formats.

3. Web Page Maintenance Solutions:

    a.) Design of the Homepage and its Links.

    b.) Design Tools: software preferences.

    c.) Keeping it current:

        1. staff recruitment, training, management,

        2. what's on your website? Playlists, rotations,

        request/response.

        3. its promotional uses and their measurement.

        4. its ad sales and marketing uses.

4. Computer solutions to radio/TV management:

    1. Staff management.

    2. Internal and outside communications.

    3. Record and/or tape storage and retrieval for circulation.

    4. Traffic and programming.

    5. Audio/Video editing.

5. On air training and development tools, systems and policies:

    1. Radio/TV as playground, experiment or professional training ground.

    2. Board techniques

3. Announcer/DJ training and development.

6. Radio and TV News and Public Affairs Programs.

Wayne Olsen
Asst. Director
The Campus Media Center
SUB 311
State University of New York
New Paltz, NY 12561
Tel/Fax: 914-257-3099

11.

Date: 12 May 96 16:57:18 EDT
From: Rob Branch <76667.3443@CompuServe.COM>

As it happens, during that semester, I'll be on Sabbatical and my primary research point will be: In what ways should we (academics) adjust our curricula to accommodate the broadcast industry's employment requirements? My hope is we could have such a discussion at NACB on this topic as my feeling is neither the industry nor academics have *really* been in dialogue for a long time on this issue.

Further, a longer or double-session dealing with "underwriting" vs. "commercial" sales. Not just the rules and regulations (Cary Tepper could, no doubt, handle this), but get students and faculty involved in (a) motivating programming personnel to accept responsible for income acquisition, (b) role-play sales situations, and (c) setting up an appropriate chain-of-command for sales --> air chart.

Rob Branch
Assoc. Prof./G.M. KKSM-AM 1320
1140 West Mission Road
San Marcos, CA 92069
(619) 744-1150, ext 2442

12.

Date: Mon, 13 May 1996 08:03:15 -0500 (CDT)
From: "Steve F. Ellis" <sellis@Ra.MsState.Edu>

I would be interested in helping in any way I can at the National. If you need me, just let me know.

Steve Ellis
WMSV-FM

13.

Date: Mon, 13 May 1996 09:26:56 -1000
From: Harry Byerly <hbyerly@hawaii.edu>

I was wondering if there will any sessions for faculty & staff who have just started working with broadcast organizations. I would be interested in attending sessions around FCC guidelines, Underwriting, News Departments, just to name a few.

How do I get info on the NACB conference? Would you recommend this conference as a professional development conference?

Harry Byerly
University of Hawaii at Manoa Voice Mail: (808)
956-4813
Co-curricular Activities, Programs and Services FAX: (808)
956-4810

14.

Date: Tue, 14 May 1996 15:14:59 -0500 (EST)
From: "John MacKerron, SPCH+MCOM, ext. 2447" <E7S7MAC@TOE.TOWSON.EDU>

I would like to contribute to the sessions, but I'm not exactly sure of the contribution that I could make. I am an Associate Professor in the Department of Speech and Mass Communication at Towson State University in Baltimore. My other "hat" is that of General Manager of WMJF-TV, the university's LPTV station which broadcasts on UHF channel 61. I would be interested in any sessions that might relate to a university television outlet. I need advice on recruitment/retention of good staff members and could contribute a little on the subject.

You can reach me by e-mail at "MacKerron-J@toe.towson.edu" or by phone at (410)-830-2447. I have never attened an NACB conference, and would like to do so. If I can get on a panel, the university will pay expenses.

Thanks........John MacKerron

15.

Date: Tue, 14 May 1996 17:27:08 -0400 (EDT)
From: "NANCY F. KAPLAN" <COMNFK@vaxc.hofstra.edu>

Anyway, to add my 2 cents:

1. I'd like to see the issue of faculty development covered at the national. With the industry changing so quickly, and the hardware/software that goes along with it, there is a need for faculty to keep up with it all. There are plenty of opportunities--through conferences, seminars, workshops, etc.-- but how many of us actually have an opportunity (and/or the resources) to take advantage of those opportunities?

This topic could be presented as a discussion with a facilitator. It could also be presented in other ways, but I haven't given it enough thought to say what those might be.

2. Another area that I would like to see covered deals with the responsibilities of the faculty/staff person to the student. Based on many conversations I have had, it seems there are many who believe that they should serve as a kind of role model for their students. But, others believe that they need only provide information, and that what the student does with that information is up to him/her. I would like to know the thoughts of faculty on how they view their role and purpose within the educational structure and process.

3. I am very anxious to have the opportunity to create inter-school programs.
This might include a course that is team taught with faculty from two (or more?) schools. This might mean exchange type programs. Perhaps there are some that already exist and we could ask for information to presented.

[illegible]
University of Hawaii at [illegible]   Voice Mail: [illegible]
[illegible]
[illegible]
[illegible]

[illegible]

Date: [illegible]
From: [illegible]

I would like to [illegible]

[illegible]

Thanks! -- John Hochheimer

[illegible]

Date: [illegible]
From: [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

That's it for now. Hope it can be incorporated somehow.

Nancy

--

N A C B

NATIONAL ASSOCIATION OF
COLLEGE BROADCASTERS

FAX COVER SHEET

TO:
U. of Oklahoma fax: 405-325-7565 **Jim McCluskey**
Rhode Island College fax: 401-456-8379 **Larry Budner**
Northeast Louisanna U. fax: 318-342-5665 **Joel Willer**
U. South Dakota fax: 605-677-4250 **Terry Meier**
Luzerne County Cmty. College fax: 717-740-0605 **Ron Reino**
Southwest Texas State fax: 512-245-3732 **Bob Shrader**

FROM: Kristine Hendrickson, NACB
401 863 2225 tel • 401 863 2221 fax • nacb@aol.com e-mail

DATE: 6/18/96

RE: **F/S Meeting Agenda for Wednesday, June 19, 1996**

# OF PAGES
TO FOLLOW 1

Sorry for the delay

Agenda for Faculty Staff Advisory Board Meeting • Wednesday, June 19, 1996 • 9PM es

NACB Office Brief

• National Office Summer Hours: 8:30 - 4:30 est.

• Administrative assistant has been hired. Her name is Keiko Kojima. She will be in office unti August 5th. Interns are also in throughout the summer they are: Chris Burnham (awards), Meliss Rollenhagen (sales/marketing), Lilli Soltani (misc.) and Bryan Ee (misc).

• NACB position opening deadlines have been extended. New deadlines are June 28th for Sal and Publication position and July 12th for Executive Director position.

• Awards deadline was extended to this Friday, June 21st. Current totals in Data base are: Chris still has many boxes to go through and enter.

• National Conference will be held November 7 - 10, 1996 in Providence. Theme for 9th Annual Conference of Student Electronic Media is "Media in Transit".

• Lists of interested F/S and possible committee members will forwarded

Call Agenda

1. Call to Order
2. Approval of Agenda/Previous minutes
3. New Business
   a. Project areas... Reports from coordinators - brainstorming
   b. Bob Shrader's area of choice
   c. Arrangement of phone meetings for each project area with Kristine
   d. F/S track and seminars at National '96 - last call for additional ideas.
   d. Summer schedules, availability, and phone numbers or addresses. Email also.
   e. Setting of next meeting..Proposed date...Tuesday, July 9th at 9pm est.

4. Seminar ideas for F/S track at N'96 posted to listserv.
   1. Session for New Advisors
   2. Styles of advising
   3. Cable access channels (suggested focus on negotiations with cable syste establishing policies, organizing personnel and budgets etc.)
   4. Faculty Development (keeping up to date with technology, content and teaching trends)
   5. How to make teaching relevant to professional world - nurturing professi contacts for curriculum , internship sites, alumni placement etc.)
   6. Formats for radio - as pedagogical issue particular to faculty
   7. Advising effective underwriting / fundraising efforts - or even teach sales/development

N A C B

NATIONAL ASSOCIATION OF
COLLEGE BROADCASTERS

FAX COVER SHEET

TO: U. of Oklahoma fax: 405-325-7565 **Jim McCluskey**
Rhode Island College fax: 401-456-8379 **Larry Budner**
Northeast Louisanna U. fax: 318-342-5665 **Joel Willer**
U. South Dakota fax: 605-677-4250 **Terry Meier**
Luzerne County Cmty. College fax: 717-740-0605 **Ron Reino**
Southwest Texas State fax: 512-245-3732 **Bob Shrader**

FROM: Kristine Hendrickson, NACB
401.863.2225.tel • 401.863.2221.fax • nacb@aol.com e-mail

DATE: 6/21/96

RE: **F/S Meeting Minutes**

OF PAGES
TO FOLLOW: 2

- Faculty/Staff Seminars at National '96

Place more emphasis on teaching- some suggestions appear to be too heavy on the advising side (Joel).

In the case of the new advisors suggestion - maybe mix with the experienced. Title "New Advisors/New Ideas" proposed by Jim.

With styles of advising, the suggestions were on issues relating to whether advising was or should be student centered, hands-off or listen/explore types of methods. How to balance student and educational needs with those of the institution or administration. (Joel)

Make a clear distinction between which issues are devoted to radio and to television. (Joel)

It is important to also create a distinction between those session topics which may be covered in general and those which will be geared specifically from a faculty perspective (Kristine)

In a subject such as underwriting - there should be an emphasis on the *Teaching* of underwriting and how to effectively train the staff member who handles underwriting for the station (Bob)

Other discussions:

Bring back the F/S Board meeting itself. (Joel) Already a definite (Kristine)

Tenure and promotion is always a popular one (Jim)

How effective was the getting your works published? (Kristine) Perhaps a session or display of Resources such as text books and associations would be more beneficial.

* Using the internet as a teaching tool in electronic media? Works well in issues such as courtroom coverage etc., plus internet is a hot button this year for general managers. (Joel) (Bob).

Kristine should have seminars outlined by Monday with final decisions set by Wednesday. Lists will be sent to all.

- Summer schedules

  Kristine should have number changes and schedules in database. Bob is off last two weeks in July

- New Business

(Jim) On Agenda for next time should be plans for BEA '97

MEETING ADJOURNED: 9:55 PM

NEXT MEETING: TUESDAY, JULY 9th at 9PM est.

NACB Faculty/Staff Advisory Board

Minutes dated June 19, 1996

Agenda:

a. Project areas... Reports from coordinators - brainstorming
b. Bob Shrader's area of choice
c. Arrangement of phone meetings for each project area with Kristine
d. F/S track and seminars at National '96 - last call for additional ideas.
d. Summer schedules, availability, and phone numbers or addresses. Email also.

Present: Jim McCluskey (U. Oklahoma), Joel Willer (NE Louisiana State), Larry Budner (RI College), Bob Shrader (SW Texas State), Terry Meier.

Absent Ron Reino (Luzerne Cnty.Cmty College).

Call To Order: 9:03 PM est. by F/S Chair, Jim McCluskey

- **Approval of Agenda**

- **Correction to previous minutes**:

  Error in minutes found on page three. Larry Budner was given credit for stating he had worked with Jim McCluskey before...etc. al. The statement was made by Terry Meier.

  SO MOVED TO CORRECT PREVIOUS MINUTES (Terry)
  SECOND (Larry) Resolved: Previous minutes stand corrected. 9:07 PM

- **Report from Project Areas**:

Trade Association Development: Have not done much since last meeting. Terry became first time father. Larry did receive list of contacts but needs list of State Broadcasting Associations. Kristine will send previous flyers or informational sheets that have been sent in past of who we are etc. Terry and Larry will then develop a promotional sheet of the same nature.

Member Development: Ron is absent, however Kristine is at fault for not sending him all the information he needs. Letters have been sent to faculty for recruitment. Ron and Kristine are in process of developing campaign for mailing in Fall. Kristine will forward list of those responding to Ron.

F/S Track at National '96: Faculty did send ideas to listserv. Topic addressed later in meeting.

- **Bob Shrader:** Welcome to Bob for his addition to the F/S board. Main area of interest is in Professional development. Strengths lie in ties to professionals and associations within the industry. Bob expresses interest in developing this area further with Ron. Kristine will forward information to Bob, and three way meeting will be set to put everyone on the same page.

- **Phone Meetings**: Are set for the following dates and times est.:

  Jim McCluskey and Joel Willer (F/S at N'96) Tuesday, June 25th @ 12 noon

  Bob Shrader and Ron Reino (Member Development) tentative for Thursday, June 27th in morning (Kristine will try to schedule with Ron)

  Larry Budner and Terry Meier (Trade Assoc. Develop.) Wednesday, July 3rd @11am

N A C B

Faculty/ Staff Advisory Board

The Faculty/ Staff Advisory Board was created to establish ties between the academic and professional worlds of electronic media, while working to provide a better understanding about the needs and goals of those two worlds.

Dell Kennedy
Advisor
Glenbrook South High School
4000 West Lake Ave
Glenview, IL 60025

Please indicate your interest:

___*Member Development*- Evaluates NACB's services to faculty and professional members, and actively pursues to increase both membership and participation in NACB related activities.

___*Trade Association Development* - This committee will work toward full participation in panels at BEA'97, as well as build stronger relationships with additional trade associations affiliated with electronic media.

✓ *Faculty Track at N'96* - This committee will work with National Conference coordinators to develop and implement a series of sessions and workshops geared toward faculty/staff interests at NACB's National Conference in November.

Are there specific topics you feel NACB's Faculty/ Staff Advisory Board should cover?
- Putting Your Station in the Limelight
- License Renewal Process
- The Public Inspection File

Are there other faculty or professionals to whom NACB should send information?

Name: Robt. Comstock
Schl/ Co.: Homewood-Flossmoor H.S
Address: 999 Kedzie Av
City, ST, zip: Flossmoor, IL
Phone: 708-798-9434

Name:
Schl/ Co.:
Address:
City, ST, zip:
Phone:

Please Send Comments to Kristine Hendrickson, Conferences & Member Relations Dir.

NACB
71 George St.
Providence, RI 02912-1824
401.863.2225 *phone* • 401.863.2221 *fax*

N A C B

Faculty/ Staff Advisory Board

The Faculty/ Staff Advisory Board was created to establish ties between the academic and professional worlds of electronic media, while working to provide a better understanding about the needs and goals of those two worlds.

Gary E. Swanson
Director/ TV
Center for Contemporary Media
DePauw U.
609 S. Locust
Greencastle, IN 46135

Please indicate your interest:

___*Member Development*- Evaluates NACB's services to faculty and professional members, and actively pursues to increase both membership and participation in NACB related activities.

___*Trade Association Development* - This committee will work toward full participation in panels at BEA'97, as well as build stronger relationships with additional trade associations affiliated with electronic media.

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Are there specific topics you feel NACB's Faculty/ Staff Advisory Board should cover?

____

____

____

____

Are there other faculty or professionals to whom NACB should send information?

Name:______________________
Schl/ Co.:______________________
Address:______________________
City, ST, zip:______________________
Phone:______________________

Name:______________________
Schl/ Co.:______________________
Address:______________________
City, ST, zip:______________________
Phone:______________________

Please Send Comments to Kristine Hendrickson, Conferences & Member Relations Dir.

NACB
71 George St.
Providence, RI 02912-1824
401.863.2225 *phone* • 401.863.2221 *fax*

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A. 401.863.2225, fax:2221, eMail: nacb@aol.com

FAX COVER SHEET

TO: Joel Willer
Northeast Louisiana U.
318-342-5665

KNLU - FM

FROM: Kristine Hendrickson, Conf. & Mem. Relations
fax 401.863.2221 phone 401.863.2225 e-mail nacb@aol.com

DATE: 6/26/96

# OF PAGES TO FOLLOW 2

RE: Joel,

some people interested in F/S planning. Also Ask Fred Monn, as he expressed interest.

Fred Monn
KMAC-TV
McAllen High School
2000 N. 23rd. Street
McAllen, TX 78501
210-632-3134

N A C B

NATIONAL ASSOCIATION OF
COLLEGE BROADCASTERS

FAX COVER SHEET

TO:
U. of Oklahoma fax: 405-325-7565 **Jim McCluskey**
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Luzerne County Cmty. College fax: 717-740-0605 **Ron Reino**
Southwest Texas State fax: 512-245-3732 **Bob Shrader**

FROM:
Kristine Hendrickson, NACB
401.863.2225.tel • 401.863.2221.fax • nacb@aol.com e-mail

DATE: 7/8/96

RE: F/S Meeting Agenda for Tuesday July 9, 1996: 9pm est.

OF PAGES TO FOLLOW: 3

Call Agenda

1. Call to Order
2. Approval of Agenda/Previous minutes
3. New Business
    a. Project areas... Reports from coordinators
    b. Arrangement of phone meetings for each project area with Kristine
    c. Seminars at National '96 - last call for additional ideas.
    d. Setting of next meeting..Proposed date...Tuesday, August 6th at 9pm est.

Attached please find almost edited list of seminars and sessions. I still need to weed some out. Suggestions welcome.

Media In Transit
Seminar Tracks and Sessions

Track1 : NEWS & VIEWS

Features sessions relating to news and electronic journalism, as well as the public and the press, politics and media culture and society.

- Election '96
- Newswriting & Reporting Workshop
- TV Newsgathering
- Student News
- Resumé Tape Review
- CNN Newsource/Programming Sources
- Ethics
- Careers in News
- Entertainment Journalism
- Regulatory Issues ie. Telecom Bill
- Cable/Satellite First Ammendment
- Women in Radio and Television
- Court TV (Bosnia War Crimes, Menedez, etc.)

Track 2: MUSIC

Covers relations in the music industry, licensing, and music programming.

- Creating your own label
- Working with Indies (independent labels)
- Working with Labels (Record Company Relations)
- Music Video Representation
- Music Directors Meeting
- Music Trades
- Music Licensing :Radio
- Music Licensing :Television
- Careers & Resources
- The compilation CD
- Programming Options (world music, global etc. Jazz and or classical)

Track 3: MANAGEMENT

Includes personal, personnel, and time management, as well as station operations.

- Managers Meet & Greet
- Indecency, Obscenity & Safe Harbor
- Working with your Budget
- Managing Student Radio
- Managing Student Television
- Motivating Creativity
- EAS & FCC Licensing
- Business Law for Broadcasters
- Ask a Lawyer/Engineer (in Booth Area)
- Staffing your station
- Libel and Broadcaster's Priveledge
- Moving/Remodeling Studio Facilities

Track 4: RADIO

- Radiating Cable
- Syndicating a Radio Show
- Improving Voice Performance
- Remote Broadcasts for Radio
- Long Form Productions (Radio Theater)
- Talk Radio,
- Production Techniques for Radio
- From Aircheck to Paycheck
- Radio Play-by- Play
- Technical Forum for Engineers
- Station of the Year (WBZC)
- Phasing in Digital Production

Track 5: TELEVISION

Features sessions on Television and Film Production and Programming

- Student Programming (how to start drama or comedy of original nature)
- The essentials of program development
- The Documentary
- Sci-Fi Programming
- The Olympics /Traditions of Sportscasting/Sports coverage
- Scriptwriting and Development
- Technical Forum for Engineers
- Syndicating a Television Show
- Talk Vs. Trash (Entertainment Programming)
- Networks
- Producing a Special Event (Long Form Production)
- Shooting Straight
- Programming Options
- Student Showcase
- Future TV/ Programming for the next century (new technologies)

Track 6: SALES & PROMOTIONS

- Selling on the Net
- Underwriting
- Rate Cards & Media Kits
- Sales Tools
- Station Promotions
- Fundraising & Development
- Niche Marketing
- On -Air Promotions
- Digital Technology and Promotion
- Careers in Sales

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A. 401.863.2225, fax:2221, eMail: nacb@aol.com

FAX COVER SHEET

TO: Joel Willer KNLU - FM
Northeast Louisiana U.
318-342-5665

FROM: Kristine Hendrickson, Conf. & Mem. Relations
fax 401.863.2221 phone 401.863.2225 e-mail nacb@aol.com

DATE: 7/9/96

OF PAGES TO FOLLOW 1

RE: Joel,

Here is the last page

Track 7: TECHNOLOGY FRONTIERS

- Building a Web Page
- So you/ve got a web page - now what?
- Net Ethics
- State of the Student Station (Where do stations stand on new technologies - what is next or how to get there from here)
- DVD Digital Vidoe Disk
- Real Audio - Live (Broadcasting on the Internet)
- Futures Roundtable

Track 8: CREATING AN IMPACT

Emphasizes new ways to promote, educate and motivate audiences through public relations, and activism.

- Activist Media (Paper Tiger, women's/gay rights groups etc.)
- Educating Your Audience
- Enviro-journalism
- Serving the Campus Community
- PSA Traer - Dick Clark Fellowships
- Public Service - Ad Council
- Alternative Career Paths (Careers in PR, Media Relations, Non-profits etc.)

Track 9: FACULTY FORUMS

- F/S Board Meeting
- Styles of Advising
- The High School Station : Methods for teaching and advising → Rural: SMALL STATIONS → SMALL SCHOOLS
- Tenure & Promotion
- New Advisors/New Ideas
- Using the Internet as a learning tool
- Teaching Underwriting - Sales and underwriting
- Resources
- Curriculum → internships -

NACB Track
- U Network
- Regional involvement
- College Radio Cooperative
- Business Meeting & Elections

loss in funding - How to deal -

Student Governments

- Funding -

In-house consulting?

Capital funds -

→ Jan Internships - ① Faculty perspective ② Student perspective

INTERNATIONAL FORUMS

IASTAR

STATION / FACILITY TOURS

BTV/Ric-TV
WBRU
WXIN
WLNE
WJAR
WPRI
WWRX
WHJY
WHJJ
The Edge

NACB F/S Board Minutes
July 9, 1996

Agenda:

Approval of Agenda/Previous minutes

New Business

- a. Project areas... Reports from coordinators
- b. Arrangement of phone meetings for each project area with Kristine
- c. Seminars at National '96 - last call for additional ideas
- d. Setting of next meeting

MEETING START: 9:05 PM est

On Call: Jim McCluskey (U. Oklahoma), Joel Willer (NE Louisana State), Terry Meier (Endicott College), Larry Budner (RI College), Bob Shrader (SW Texas State).
Absent: Ron Reino (Luzerne Cnty. Cmty).

- **Approval of Previous Minutes**: Terry did not receive fax of minutes. Kristine will resend. Minutes approved with one abstention. (Terry)

- **Project Area Reports:**

  - **Member Development**: Ron and Bob met with Kristine. At the faculty end it was decided to begin by pursuing advisors to join, as well as to increase station membership via advisors. Ron is drafting a letter. At Professional level, Bob is drafting a letter to send to state broadcast organizations.

  - **Trade Association Development**: Larry and Terry met with Kristine. They will split the list of state broadcast organizations for updating in the database and prep. for mailing.

  - **Faculty Track at N'96:** Jim met with Kristine. Sessions determined on last call updates to take place this week. Once set - appropriate parties will be contacted.

- **Phone meetings** Kristine will schedule on a per need basis when current project assignments are fully underway.

- **Seminars at N'96**
  Further suggestions should be phoned faxed or emailed into Kristine. Everyone received list of seminars - Terry's will be mailed.

- **NEXT MEETING is TUESDAY, AUGUST 6TH at 9 PM est**

NICHOLAS A. DE NINNO

FAX COVER SHEET

TO: National Association Of College Broadcasters, 401-863-2221
Brad Bailey, KTSW-FM, Southwest Texas State U. 512-2453732
Adam Sharp, HTV, The Hotchkiss School 914-754-1730
Eloise Greene, 607-274-1664
Joel Willer, 318-342-5665

FROM: Nicholas A. DeNinno, GSTV, SUNY Geneseo
home: 716-243-4533 * fax: 716-245-5400 * email:GSTV@uno.geneseo.cc.edu

DATE: 7/17/96

RE: By-Law Information

The following pages contain the proposed By-Law changes to be discussed at this evening's meeting. Due to a shift in Board priority the current By-Law proposal has become outdated and needs to be revised. For this reason, the By-Law committee is meeting this evening at 8:00PM, to reassess our proposal and present a more updated version to the Executive Board. Please look over the proposed changes and offer your opinions on any changes, revisions, or deletions. If you are able to attend this conference call and have not been contacted please call the National Office at 401-863-2824 and let them know you would like to attend.

Proposed By-law changes, excuse the typos.

SUGGESTED BY-LAW CHANGES

4.1 Annual Meeting. Delete "for the election of Directors and"

5.2.0 Classes of Directors. Directors will be designated as Student or Faculty classifications.

5.2.1 Qualification. Directors must be Members or must be duly appointed proxies of Member stations; a maximum of one (1) Director may be proxied to serve from any one (1) Member station. An individual Member serving as a Student Director must maintain full-time high school, undergraduate, or graduate student status for the duration of his/ her term of office. A Student Director serving as a proxy of a Member station must maintain full-time high school, undergraduate, or graduate student status at the sponsoring institution for the duration of his or her term of office. A Faculty Director shall include any individual Member, or proxy of a Member station, holding a faculty, administrative, or supervisory position at any educational institution.

5.2.2 Number. The number of Directors constituting the entire elected Board shall be four (4) Student Directors, two (2) Faculty Directors.

5.2.3 Term of Office. Each newly elected Student Director shall take office on the January 1st following his or her election and shall hold that office for a term of one (1) year, or until his or her earlier death, resignation, or removal. Student Directors may not serve more than three (3) years. Each newly elected Faculty Director shall take office on the January 1st following his or her election and shall hold that office for a term of two (2) years, or until his or her earlier death, resignation, or removal. The terms of the Faculty Directors shall, whenever possible, commence on different years. A Faculty Director may be elected for a maximum of two (2) consecutive terms; at least one (1) year's absence from the Board shall occur before a faculty member is eligible for election to an additional term.

5.2.4 Executive Director. The Executive Director shall sit on the Board but shall not have any voting powers.

5.3.1 Election Date. The date of the election shall be set and an invitation to submit nominees shall be announced by the Board at least six months prior to the election. Such announcement shall be deemed to be given when deposited in the United States mail, with postage thereon prepaid, directed to the Member at its address as it appears on the record of the Members. Said elec- tion shall take place no earlier than thirty (30) days and no later than fourteen (14) days prior to the annual meeting of the

Members described in section 4.1 of the By-laws.

5.3.2 Election Commissioner. The Board shall appoint from the Membership of the Corporation an Election Commissioner who shall supervise the election, oversee the counting of ballots, tabulate the results, and report to the Board in writing the number of votes for each candidate and the names of those elected to serve as Directors. The Election Commissioner shall be designated the sole recipient for all election-related communication, candidate materials, and ballots. No nominee or incumbent Director may serve as an Election Commissioner.

5.3.3 Nominations. Candidates for the election may be self-nomi- nated for each respective class of Directorship by submitting their names to the Election Commissioner on or before a nomina- tion closing date to be predetermined by the Board. Any Member may nominate another Member for office, provided said nomination is accompanied by a letter from the candidate indicating a will- ingness to stand for election. All nominees must be Members of the Corporation in good standing; in the case of a candidate serving as a duly appointed proxy of a Member station, a proxy certified by the authorized representative of the station must accompany the nomination. Each Member station may submit only one (1) such proxy.

5.3.4 Candidate Statement. A statement from each nominee shall be distributed with the ballot to be mailed to each (voting) Member. The Board shall set the date by which statements must be received by the Election Commissioner in order to be included with the bal- lot. If no statement has been received from a nominee, that fact shall be so indicated on the ballot, but the nominee's name shall remain on the ballot.

5.3.5 Ballot. The Election Commissioner shall file the nomina- tions and candidate statements with the Executive Director, with the nominations arranged in an order determined by lot. The form of the statements shall be established by the Election Commis- sioner, who shall decide any questions of compliance with any standards that he or she may establish with respect to such form. The Executive Director shall ensure that a ballot containing the names of the nominees for each class of Directorship shall be mailed, at least four (4) weeks before the date set by the Board for the counting of the ballots, to each Member of the Corporation eligible to vote.

5.3.6 Voting. Each Member shall be entitled to vote for one (1) candidate for each vacancy on the Board, within the applicable Director classifications; a voter may not cumulate votes for any candidate. The Board shall determine the voting rights for each class of Membership pursuant to section 3.2 of the By-laws.

5.3.7 Tabulation. Ballots shall be secret. Each completed ballot shall be placed in an unmarked, sealed envelope by the Member and the unmarked, sealed envelope shall then be placed in another envelope bearing the name, address, and written signature of the Member. Ballots shall be returned to the principal office of the Corporation, or to such other place as is designated by the Board, on or before the election date determined by the Board. The Election Commissioner shall tabulate the results and report to the Board in writing the number of votes for each candidate.

5.3.8 Election Results. The candidates receiving the highest number of votes for each class of Directorship shall be declared elected. In the event of a tie vote, the Election Commissioner shall hold a run-off election at the annual business meeting in accordance with procedures to be determined by said Commissioner. The results of the election shall be announced at the annual business meeting of the Members.

5.9 delete "for the election of Directors is held" from line 3. — needs more changes

Article 15. Delete "for the election of Directors" from line 8. ok

OTHER BY-LAW CHANGES FOR CONSIDERATION

1.12 definition of "Associate Director" and subsequent references (7.1, 7.7 etc.)

3.1 member definition of "college"; professional memberships – dual memberships

4.6 Quorum of members - how is ballot style voting affected, if at all? – weighting of ballots

5.11 add electronic mail to means of communication

add a 5.19 to denote invitation of past staff or past e-board members to participate in Board call meetings where appropriate for historical perspective.

Article 6 - and other committees: appropriateness of other "member-based" cmtes.

7.2 for the staff/officers' protection "may be removed... with or without cause."

Article 16 - strike from by-laws (make necessary changes to Article 18)

N A C B

NATIONAL ASSOCIATION OF
COLLEGE BROADCASTERS

FAX COVER SHEET

TO: U. of Oklahoma fax: ~~405-325-7565 Jim McCluskey~~
Rhode Island College fax: 401-456-8379 **Larry Budner**
Northeast Louisanna U. fax: 318-342-5665 **Joel Willer**
~~Endicott College Terry Meier~~
Luzerne County Cmty. College fax: 717-740-0605 **Ron Reino**
Southwest Texas State fax: 512-245-3732 **Bob Shrader**

FROM: Kristine Hendrickson, NACB
401.863.2225 tel • 401.863.2221 fax • nacb@aol.com e-mail

DATE: 8/6/96

RE: F/S Meeting Agenda for Tuesday August 6, 1996: 9pm est.

OF PAGES
TO FOLLOW:

Call Agenda

1. Call to Order
2. Approval of Agenda/Previous minutes
3. New Business
   a. Project areas... Updates
   b. Seminars at National '96 - Times of seminars, need to delete one.
   c. Next Steps...where do we go from here - contacting those interested in helping
   d. BEA '97
   Setting of next meeting. Proposed date...Tuesday, August 27th at 9pm est.

Jim McClusky and Terry Meier will not be in attendance this evening. It should be a fairly short meeting, but I would like to touch base with everyone nonetheless.

Professional Menu

All NACB Professional Members Receive: *For only $30/year*

Internship and employee recruitment services

classified placement of job opening and internship availibilities
job/internship postings to listserv
mailing lables: NACB member stations/ department
1 set per year - designate Fall or Spring

NACB *College Broadcaster*

the only trade magazine for student electronic media

Access

to NACB's Computer Listserv, Gopher, WWW Site s and guidence to other computer on-line services

Discount NACB Mail List Services

offering information on over 2,200 student stations and departments - perfect for marketing and special research

Discount registration

to the Annual National Conference of Student Electronic Media and other NACB Regional Conferences and events

Discounts

on broadcast-oriented publications offered by the National Association of Broadcasters (NAB)

Opportunities

to share your knowledge by speaking at National and/or Regional Conference and events

Other NACB Services and Options:

Special Awards Programs

Encourage future growth by developing projects such as the Dick Clark Student Creativity Fellowship, a $2,500 grant and summer internship, coordinated though NACB

National Sponsorship Cooperative

Promote your products/services to student radio stations via underwriting coordinated through Interrep Radio Store, the nation's largest rep firm

UNetwork

Opportunity to underwrite programming for national student-produced television satellite network

UCatalog

Listing of student produced programs available for purchase

N A C B

NATIONAL ASSOCIATION OF
COLLEGE BROADCASTERS

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FROM: Kristine Hendrickson, NACB
401.863.2225.tel • 401.863.2221.fax • nacb@aol.com e-mail

DATE: 8/6/96

RE: **F/S Meetining Minutes**

OF PAGES TO FOLLOW: 2

Also attached please find the Professional Service Menu for your review.

Ron & Bob - Call is Wed @ 9:00 AM

LARRY - Call is @ 10:30 AM - FRIDAY

-K-

NACB F/S Board Minutes
August 6, 1996

Agenda:

Approval of Agenda/Previous minutes

New Business

a. Project areas.. updates
b. Seminars at National '96 - Times of seminars - need to delete one
c. Next Steps.. where do we go from here - contact those interested in helping
d. Bea '97

MEETING START: 9:05 PM est

On Call: Joel Willer (NE Louisiana State), Larry Budner (RI College), Bob Shrader (SW Texas State). Absent: Ron Reino (Luzerne Cnty. Cmty) Jim McClusky (U. Oklahoma), Terry Meier (Endicott College)

- **Approval of Previous Minutes**: Minutes approved
- **Project Area Updates**
  - **Member Development**: Bob submitted draft of letter. Revisions need to be finalized. Received package from Kristine. Will start calling advisors.
  - **Trade Association Development**: Larry updated organizational lists. Terry should be doing calls. More will follow shortly.
  - **Faculty Track at N'96:** All received tentative tracks, sessions. It is ok and makes sense time/room wise to have faculty sessions start at 8:30. Delete styles of advising and incorporate it into the High School station seminar. Call it "Different Strokes" or something and have representation from High Schools, and community colleges as well as representation from a department based station and a student government or administration based station. Curriculum - "Building Bridges to the Outside World" etc.

Kristine will send new lists - start contacting those interested.

- BEA 97. Kristine submitted a proposal under the advising section of BEA. The title was "State of the Student Station: Advising the Progression of Student Electronic Media". No panelists were officially named. This will be a topic for the next meeting. The theme of BEA is "Reinventing Electronic Media: Multimedia in the New Millennium".

- **NEXT MEETING** is **TUESDAY, AUGUST 27TH at 9 PM est**

N A C B

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A. 401.863.2225, fax:2221, eMail: nacb@aol.com

FAX COVER SHEET

KNLU - FM

TO: Joel Willer
Northeast Louisiana U.
318-342-5665

FROM: Kristine Hendrickson, Conf. & Mem. Relations
fax 401.863.2221 phone 401.863.2225 e-mail nacb@aol.com

DATE: 8/8/96

OF PAGES TO FOLLOW: 3

RE: Joel,

Here are the seminars and tracks. The max. number of time slots is 12. I have 13 in TV. :)

Talk to you soon.

MEDIA IN TRANSIT

Seminar Tracks and Sessions

Track1 : NEWS & VIEWS

- Careers in News
- Court TV (Bosnia War Crimes, Menendez, etc.)
- Educating Your Audience
- Election '96
- Examining Ethics
- First Amendment Revisited
- IASTAR
- International Programming
- News Programming Resources
- Newswriting & Reporting Workshop
- Student News
- Women in Radio & Television

total: 12 seminars

Track 2: THE MUSIC INDUSTRY

- Careers & Resources
- The Compilation CD
- The Indie 5 (Five Independent Labels)
- Record Company Relations
- MD's & PD's (Music/Program Director's Meeting)
- Music Licensing :Radio
- Music Licensing :Television
- Music Video Representation
- Music Trades

total: 9 seminars

Track 3: MANAGEMENT & MEMBERSHIP

- An MG for the GM (General Manager's Meet & Greet)
- Ask An Engineer
- Ask A Lawyer
- Business Law for Broadcasters
- Indecency, Obscenity & Safe Harbor
- Managing Student Television
- Managing Student Radio
- Motivating Creativity/Power Communication
- NACB Business Meeting & Elections
- Regional Involvement with NACB
- Upgrading Your Station
- Working with your Budget

total: 12 seminars

Track 4: RADIO

- All Sport Radio
- From Aircheck to Paycheck
- Improving Voice Performance
- Long Form Productions (Radio Theater)
- Phasing in Digital Production
- Starting A Student Radio Station
- Station of the Year (WBZC)
- Talk Radio
- Technical Forum for Engineers (includes Radiating cable)
- Writing for Radio
- Your Issues, Your Airwaves (Public Service Via Radio)

Track 5: **TV PROGRAMMING**

- Better Sports Coverage
- Critical Viewing (i.e.. How to be a more informed Couch Potato)
- Producing Comedy
- Program Syndication
- Shooting Straight
- Starting A Student TV Station
- Talk Vs. Trash
- Technical Forum for Engineers
- The Essentials of Program Development
- U Network
- The Documentary
- Writing For Television
- Your Voice, Your Vision (Public Service Via Television)

total: 13 seminars

Track 6: **SALES & PROMOTIONS**

- Careers in Sales
- College Radio Cooperative
- Effective Sales Tools
- Fundraising & Development
- Niche Marketing
- On - Air Promotions
- Rate Cards & Media Kits
- Selling on the Net
- Station Promotions
- Underwriting

total: 10 seminars

Track 7: **TECHNOLOGY FRONTIERS**

- Designing for the Web
- DVD Digital Video Disk
- Futures Roundtable
- So You Have A Web Page...Now What?
- Media 100 Workshop - Black Box/Digital Editing
- 'Net Ethics
- Real Audio - Live (Broadcasting on the Internet)
- State of the Student Station (Where do stations stand on new technologies - what is next or how to get there from here)

total: 8 seminars

Track 8: **FACULTY FORUMS**

- Building Bridges To The Outside World
- Different Strokes (Methods for teaching and advising - high school etc.)
- F/S Board Meeting
- New Advisors/New Ideas
- Teaching Sales & Underwriting
- Tenure & Promotion
- The Internet As A Learning/Teaching Tool

total: 7 seminars

STATION / FACILITY TOURS (9)

BTV
WBRU
WJAR
WLNE
WPRI
WWRX
WHJY
WHJJ
WXIN

91ONE
KNLU

Facsimile Cover Sheet

To: KELLEY CUNNINGHAM
Company: NACB
Phone: 401-863-2225
Fax: 401-863-2227

From: Joel R. Willer, General Manager
Company: KNLU/Northeast Louisiana University
Phone: 318/342-1426
Fax: 318/342-5665

Date: 12/13/96
Pages including this cover page: 2

Comments:

HERE IS THE RESULT OF MY TELEPHONE CALLS. I HOPE IT HELPS. TALK TO YOU SOON (I WILL BE AWAY FOR THE HOLIDAYS DEC 19 - JAN 6).

Joel - Last 22 of Western Stations

	Station	School	City	ST	Phone	Contact	Fax
	Western						
LEFT MESSAGE	KNAB-FM	Chapman U.	Orange	CA	714-744-7020	~~Chris Burroughs~~ JASON BURNS	714-744-7020
"	KSRH/	College of Marin	San Rafael	CA	415-457-5314	? Adam Steinberg	415-924-3523
"	KHCR-AMcc → OFF AIR FOR FINALS – ASKED TO CALL NATIONAL OFFICE	Los Angeles Harbor College	Wilmington	CA	310-522-8357	John Vanderbuilt	310/834-1882
NO ANSWER	KSPB-FM	Robert Louis Stevenson	Pebble Beach	CA	408-625-8374	Michael Beck	408-625-5208
LEFT MESSAGE	Cable 49	San Francisco State U.	San Francisco	CA	415-338-2634	(Val Sakovich) – NAME ON VOICE MAIL	415-338-7255
"	Cable 35 kdnv	U. of San Francisco	San Francisco	CA	415-666-6880	Stephen Fisher	415-666-2970
		U. of San Francisco	San Francisco	CA	415-666-6860	James Espinas	415-666-2898
"	UCSD TV	UC - San Diego	La Jolla	CA	619-534-3535	Lynn Burnstan	619-534-7385
"	ACTV	CCD, MSC & UCD	Denver	CO	303-556-3316	Sean Montano ok	303/556-3447
"	KTSC-FM	U. of Southern Colorado	Pueblo	CO	719-549-2818	Sam Lovato	719-549-2120
NO ANSWER	WSC-TV	Western State College	Gunnison	CO	970--943-2005	Dirk Wallace	970-943-7069
	Student	U. of Hawaii - Manoa	Honolulu	HI	808-956-4841	Kevin Miller	
NO ANSWER	KSJE-FM	San Juan College	Farmington	NM	505/599 0231 ← SWITCHBOARD	James Burgess	505/599-0502
AUDIO NIGHTS ONLY	TV Station	Western Nevada Cmty.	Carson City	NV	702-887-3073	~~Karen Gibson~~ HOWARD COLLET (SP?)	702-885-0642
LEFT MESSAGE	KRVM-FM	Eugene Public Schools	Eugene	OR	~~503~~ 541-687-3370	Carl Sundberg	503-687-3573
INTERESTED	KSDC-FM	Oakridge High School	Oakridge	OR	~~503~~ 541-782-2231	Debbie Gillespie ← send info!	
	KRDC-FM	Dixie College	St. George	UT	~~801-673-4811~~ ← DISCONNECTED	Marv Persinger	
LEFT MESSAGE	KAGJ-FM	Snow College	Ephraim	UT	801-283-4021x677	Gary Chidester ok	801-283-5047
"	KSUU-FM	Southern Utah U.	Cedar City	UT	801-586-7975	Lee Byers	801-586-5458
LEFT MESSAGE	KEWU-FM/AM	Eastern Washington U.	Cheney	WA	509-359-4226	~~N. J. Brown~~	
"	KMIH-FM	Mercer Island High School	Mercer Island	WA	206-~~236-3296~~ 230-6363 8336	Nick DeVogel ok	206-236-3358
"	KCCR-FM	Pacific Lutheran U.	Tacoma	WA	206-535-8860	~~Kristen Mark~~ Adrian Wilson	206-535-8332

206-230-6363 EXT. 8336

This is a former student of mine who is now in the PhD program at Bowling Green.

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS
71 GEORGE ST., PROVIDENCE, RI 02912-1824, U.S.A. 401.863.2225, fax:2221, eMail: nacb@aol.com

FAX COVER SHEET

TO: Joel Willer
Northeast Louisiana U.
318-342-5665

KNLU - FM

FROM: Kelley Cunningham, Executive Director
fax 401.863.2221 phone 401.863.2225 e-mail nacb@aol.com

DATE: 11/26/96

OF PAGES TO FOLLOW: 4

RE: December Membership Campaign

Following please find a call script and a list of stations to call for the December Membership Campaign. We are targeting non-members in the New York area (to support and coincide with the regional conference) and lapsed members from 1/1/95 to 6/1/96. Please complete the calls in your area and code your call sheet: (I) Interested; (N) Not Interested; (P) Possible. This will give us a rough estimate of the return rate. Be sure to update on your sheet phone numbers, area codes and contact information that has changed. Give these changes to Kristine or I and we will make the necessary corrections in the database. Good luck with the calls and if anyone asks you a question that you cannot answer, do not be afraid to say that what they're asking is a good question but you're not certain of the answer. Let the person know you'll look into their question and get back to them and/or refer the matter to the office staff. It is always better to check than to give out the wrong information. Thanks for your help.

Best,

Kelley

Joel - Last 22 of Western Stations

Station	School	City	ST	Phone	Contact	Fax
Western						
KNAB-FM	Chapman U.	Orange	CA	714-744-7020	Chris Burroughs	714-744-7020
KSRH/	College of Marin	San Rafael	CA	415-457-5314	Adam Steinberg	415-924-3523
KHCR-AMcc	Los Angeles Harbor College	Wilmington	CA	310-522-8357	John Vanderbuilt	310/834-1882
KSPB-FM	Robert Louis Stevenson	Pebble Beach	CA	408-625-8374	Michael Beck	408-625-5208
Cable 49	San Francisco State U.	San Francisco	CA	415-338-2634	Val Sakovich	415-338-7255
Cable 35 kdnv	U. of San Francisco	San Francisco	CA	415-666-6880	Stephen Fisher	415-666-2970
	U. of San Francisco	San Francisco	CA	415-666-6860	James Espinas	415-666-2898
UCSD TV	UC - San Diego	La Jolla	CA	619-534-3535	Lynn Burnstan	619-534-7385
ACTV	CCD, MSC & UCD	Denver	CO	303-556-3316	Sean Montano	303/556-3447
KTSC-FM	U. of Southern Colorado	Pueblo	CO	719-549-2818	Sam Lovato	719-549-2120
WSC-TV	Western State College	Gunnison	CO	970--943-2005	Dirk Wallace	970-943-7069
Student	U. of Hawaii - Manoa	Honolulu	HI	808-956-4841	Kevin Miller	
KSJE-FM	San Juan College	Farmington	NM	505/0231	James Burgess	505/599-0502
TV Station	Western Nevada Cmty.	Carson City	NV	702-887-3073	Karen Gibson	702-885-0642
KRVM-FM	Eugene Public Schools	Eugene	OR	503-687-3370	Carl Sundberg	503-687-3573
KSDC-FM	Oakridge High School	Oakridge	OR	503-782-2231	Debbie Gillespie	
KRDC-FM	Dixie College	St. George	UT	801-673-4811	Marv Persinger	
KAGJ-FM	Snow College	Ephraim	UT	801-283-4021x677	Gary Chidester	801-283-5047
KSUU-FM	Southern Utah U.	Cedar City	UT	801-586-7975	Lee Byers	801-586-5458
KEWU-FM/AM	Eastern Washington U.	Cheney	WA	509-359-4226	N. J. Brown	
KMIH-FM	Mercer Island High School	Mercer Island	WA	206-236-3296	Nick DeVogel	206-236-3358
KCCR-FM	Pacific Lutheran U.	Tacoma	WA	206-535-8860	Kristen Mark	206-535-8332

the nacb menu

All NACB Station Members Receive: *For only $75 a year*

- **Free** NACB ***College Broadcaster*** - the only trade magazine for student electronic media.
- **Free** Entry into the annual **National Student Radio Awards** and **National Student TV Programming Awards.**
- **Free** Discount registration to **The Annual National Conference** of student electronic media, and other NACB **Regional Conferences** and events.
- **Free** The ***NACB Station Handbook,*** a comprehensive resource guide for station operations.
- **Free** Access to **NACB's Computer Listserv, Gopher, WWW** Site and guidance to other computer on-line services which contain valuable information, like used equipment available and job postings!
- **Free** Legal and engineering advice via NACB's **Station Support Network.**
- **Free** **Voting rights** in the organizational affairs of NACB, including election of the NACB Executive Board of Directors at the National.
- **Free** Discounts on **broadcast-oriented publications** offered by the National Association of Broadcasters (NAB)
- **Free** **National representation** to the Federal Communications Commission (FCC), and to other national and regional regulators and agencies.

Services Available

For the Visually Perceptive:

- **Reduced affiliation rates for U Network®:**
  The acclaimed national student-produced television programming satellite network.
- **Access to U Network® Ground:**
  The student-produced programming service which makes available all programming from the satellite for those without access to C-Band downlink.
- **UCatalog**
  Listing of student produced programs available for purchase.
- **Submission access to U Network/U Catalog:**
  National distribution and exposure for your best student works in all categories.
- **Free programming!**
  Information about free programming available from fellow student operations and other cool and interesting sources.

For the Listening Audience:

- **National Sponsorship Cooperative**
  Revenue opportunities via underwriting and promotions coordinated through the Interep Radio Store, the nation's largest rep firm, plus assistance with starting up your own underwriting program.
- **Radio Advertising Bureau** membership discount:
  Access sales and marketing materials used by over 3000 other commercial and non-commercial radio stations!
- **Discounted Arbitron Ratings Services**
  The audience research you always wanted, made more affordable.
- **Free Programming!**
  NACB has distributed R.E.M./World Wildlife Foundation PSAs and a number of music compilation CD's to members.
- **Special Awards Programs:**
  Such as the Radio-Mercury Awards/NACB Student Creativity Fellowship, a $ 2,500 grant and summer internship.

NACB networks your station and offers hundreds of other perks added for its members including Special Discounts from Dollar Rent A Car® & TARA Cruises.

Member Benefits and Services : SEE ATTACHED SHEET

BONUSES:

IF STATION JOINS BEFORE JANUARY 1, 1997 They will receive the NACB compilation "A Bunch of Songs" in addition to the choices mentioned below.

STATIONS JOINING BEFORE JANUARY 30, 1997 will receive either a T-shirt to give away as a promotion or the *Dick Clark Student Broadcasting Fellowship AIDS Awareness PSA campaign.*

In addition New stations joining before January 30th, 1997 will be eligible to receive $5.00 off the registration rate for any NACB Regional Conference. (This is in addition to the already reduced member rate).

N A C B

NATIONAL ASSOCIATION OF
COLLEGE BROADCASTERS

Attached Are: F/S Mission Materials
Samples from Mbr. Camp. '96

FAX COVER SHEET

TO:
U. of Oklahoma fax: 405-325-7565 **Jim McCluskey**
Rhode Island College fax: 401-456-8379 **Larry Budner**
Northeast Louisanna U. fax: 318-342-5665 **Joel Willer**
Endicott College fax: 508-927-1063 **Terry Meier**
Luzerne County Cmty. College fax: 717-740-0605 **Ron Reino**
Southwest Texas State fax: 512-245-3732 **Bob Shrader**

FROM: Kristine Hendrickson, NACB
401.863.2225.tel • 401.863.2221.fax • nacb@aol.com e-mail

DATE: 12/16/96

RE: F/S Meeting Agenda: Meeting is at 8PM EST.

OF PAGES TO FOLLOW: 5

Call Agenda

1. Call to Order
2. Approval of Agenda/Previous minutes
3. New Business
   - a. Callouts/December Campaign
   - b. Future of F/S Board, Projects etc.
   - c. Set next agenda
   - d. Calling of new members/Involvement

Proposed date of Next meeting: Wednesday, January 8th. 1997 8 pm est.

Terry Meier will be absent.

NACB

NATIONAL
ASSOCIATION
OF COLLEGE
BROADCASTERS

ADVISORY BOARD
GARTH ANCIER
THE WB TELEVISION NETWORK
ROBERT BATSCHA
MUSEUM OF TELEVISION & RADIO
WALTER CRONKITE
C B S
MICHAEL FUCHS
VARTAN GREGORIAN
BROWN UNIVERSITY
BOB GUCCIONE, JR
S P I N
MARC GUILD
INTEREP RADIO STORE
RALPH GUILD
INTEREP RADIO STORE
DOUG HERZOG
COMEDY CENTRAL
QUINCY JONES
QUINCY JONES ENT.
GEORGE LUCAS
LUCASFILM LTD.
LAURA MIZRAHI
COMMUNICATIONS TECH., INC
ROBERT MORTON
OEDIPUS
W B C N
BOB PITTMAN
CENTURY 21
B. ERIC RHOADS
RADIO INK
CHUCK SHERMAN
N A B
FRANK STANTON
C B S
BRANDON TARTIKOFF
NEW WORLD ENT.
CARY TEPPER
NACB LEGAL COUNSEL
TED TURNER
T B S
RICHARD WILEY
WILEY, REIN & FIELDING

BOARD OF TRUSTEES
DAVID BARTIS
H B O
STEVEN KLINENBERG
DIGITAL FACADES
DOUGLAS LIMAN
THINK TANK ENT.

EXECUTIVE BOARD
BRAD BAILEY
SOUTHWEST TEXAS STATE U
BOB BALL
MARSHALL U.
NICHOLAS DENINNO
SUNY - GENESEO
JIM MCCLUSKEY
U. OF OKLAHOMA
JEFF OPTON
SOUTHERN CT STATE U.
ADAM SHARP
NORTHWESTERN U.
LEONORA BROCCONAWAIT
BENNETT COLLEGE

FACULTY/STAFF ADVISORY BOARD
LARRY BUDNER
RHODE ISLAND COLLEGE
TERRY MEIER
ENDICOTT COLLEGE
RON REINO
LUZERNE CNTY. CMTY. COLLEGE
BOB SHRADER
SOUTHWEST TEXAS STATE U.
JOEL WILLER
NORTHEAST LOUISIANA U

U NETWORK ADVISOR
PHILLIP PALOMBO
RHODE ISLAND COLLEGE

STAFF DIRECTORS
KELLEY CUNNINGHAM
EXECUTIVE DIRECTOR
KRISTINE HENDRICKSON
CONF. & MEMBER RELATIONS
MICHAEL RUSSO
PUBLICATIONS & SALES

December 12, 1996

Dear Prospective Member,

At the National Association of College Broadcasters (NACB), we are reminded daily that we are bridging the gap between academic and professional levels of the industry. Here's what some of our supporters have had to say.

> *"An organization such as NACB provides an opportunity for student stations to share information and improve their service. This is invaluable because it allows students to fly and test early what they can accomplish."*
> – Chuck Sherman, Senior VP, Television, NAB (National Association of Broadcasters)

> *" NACB is an essential resource for broadcasters who are getting experience while learning about the industry in a student environment. Among other benefits, the organization provides: networking opportunities, a wealth of contacts, and a yearly conference which brings together today's professionals with tomorrow's leaders."*
> – Jordan Guagliumi, Account Executive, McGavren Guild Radio.

> *"NACB has given me collegial support that I had never had before. It's an automatic link to those people who understand my needs".*
> – Ann Robinson, Asst. Dir. Student Media, KBVR, Oregon State U.

NACB believes that student television and radio stations harbor some of the most creative minds in the industry. We help our members discover how far their creativity, talents and motivation can take them.

Whether your station is starting out, starting over, or keeping it's tradition alive, NACB puts you in touch with the world of student and professional media. The building blocks we provide will help raise your station to a new level of broadcasting!

What do we offer? NACB exists so that students and station advisors will have an accessible resource for information pertaining to their needs. Services are designed to facilitate growth at the station level in terms of management, production and programming. At an individual level, we offer the opportunity to network, improve career skills, and gain practical experience through internship and job postings.

Station membership is only $75 per year – that's quite a value for the number of services offered. Examine the enclosed materials, and find out why you should take advantage of our resources. You won't believe what you've been missing. Respond by January 30, 1997 and receive a special prize courtesy of NACB. Respond by January 1, 1997 for an additional holiday bonus. Don't forget to return your red ticket...it could mean a free membership for your station! Please feel free to contact us with any questions.

We look forward to welcoming you to our growing circle of members and friends.

Sincerely,

Kelley Cunningham
Executive Director

Kristine Hendrickson
Conf. & Member Relations Dir.

Michael Russo
Pub. & Sales Dir.

NACB

The National Association of College Broadcasters offers unique services specifically designed to help student television and radio stations maintain and improve their daily operations.
WARNING: JOINING NACB NOW CAN GREATLY REDUCE THE RISK OF LOSING YOUR BROADCAST LICENSE, RUNNING YOUR BUDGET IN THE GROUND, AND STATION STAFF MUTINY.

A Free Membership Could Be Yours...

We are sending you a 9x12 envelope containing all the details you need to join our association. Included with this information will be a red ticket. Return this ticket with your station membership application and become eligible to win a year long membership courtesy of NACB. The envelope is due to arrive at your station within the next two weeks. Be On The Lookout!

Until now, your station has not been included in this valuable network of student electronic media.

We've heard the excuses –

"I never got your previous mailings."

"I'm new here, and this is the first time I've heard of you."

"Our station budget is really tight."

Whatever the reason... it's time for a resolution
(and it's a lot easier than kicking caffeine)

Start the new year off right. Join NACB and discover a wealth of resources for your station.

You never know...your membership may be FREE!

Fax Us Back Today!

Here's a sample of what NACB offers for only $75.

– *College Broadcaster* - the only trade magazine for student electronic media

– Free entry into the annual National Student Radio and TV Programming Awards

– Discount registration to NACB conferences and events

– The *NACB Station Handbook*, a comprehensive resource for station operations

Plus U Network®, the student TV programming network, the National Sponsorship Cooperative; WWW service and more!

•Stations joining as NACB members by January 30th will receive a T-shirt to give away as a promotion or one copy of the Dick Clark Student Broadcasting Fellowship AIDS Awareness PSA

SPECIAL HOLIDAY BONUS!

• Stations Joining as NACB members by JANUARY 1, 1997 will receive the NACB compilation CD "A Bunch of Songs"

___ My station wants to join NACB right now. A check for $75 will arrive by Jan. 1, 1997

___ My station wants to join NACB. Payment will arrive by Jan. 30, 1997

___ My station is very interested, but we want to look over the materials first. Please contact us shortly.

Name(s) **Institution** **Station**

Address **City/ State/ Zip Code**

Phone **Fax** **email/WWW**

NACB 71 George Street, Providence, RI 02912-1824
(vox) 401.863.2225 (fax) 401.863.2221 (email) nacb@brown.edu

NACB

Selected Services

Designed to meet the growing needs of your station.

In addition to core elements such as *College Broadcaster Magazine*, the *NACB Station Handbook*, and National and Regional Conferences, NACB offers highlighted services for stations to maximize their potential.

U NETWORK®

As the national student-produced television network, U Network® brings campuses the cutting edge of entertainment and information. The advantages are twofold: You receive supplemental programming for your station, and your station may also submit its programming for national distribution. U Network® is available via satellite or ground service. NACB members receive a discount on affiliation.

THE INTEREP RADIO STORE and NACB have teamed up to offer your station the National Student Radio Sponsorship Cooperative. This inventive program allows your station to earn revenue through national promotions and underwriting campaigns. All underwriting spots are cleared through legal channels at NACB and are sanctioned according to FCC rules and regulations. Gain solid experience in the area of promotions and underwriting, while at the same time increase the income of your station.

The National Student Radio & TV Programming Awards recognize outstanding station achievement in the areas of radio and television programming and service to the community. Categories are determined at the start of the calendar year and the deadline for entries is early June. Preliminary rounds of judging take place throughout the summer, with final round judging conducted by professionals in the industry. Winners are announced at the National Conference of Student Electronic Media. The entry fee is waived for members.

The Dick Clark Student Creativity Fellowship. A unique venture between NACB and the Radio Mercury Awards, the Dick Clark Student Creativity Fellowship honors the use of radio for the purpose of public service. Much more than an awards program, this fellowship provides the opportunity for a selected student to turn their winning entry into a national public service campaign.

These services are part of the total package NACB provides to your station for only $75 per year.

Don't you think it's time to try out what you've been missing?

NACB, 71 George Street, Providence RI 02912-1824
(vox) 401.863.2225 (fax) 401.863.2221(email) nacb@brown.edu

Subject:
Date: Wed, 05 Feb 1997 07:25:05 -0600
From: Bob Shrader <rs10@swt.edu>
To: mccluskey@aardvark.ucs.uoknor.edu, tvwiller@alpha.nlu.edu, rreino@luzerne.edu, tmeier@endicott.edu
CC: nacb@brown.edu

Here's a draft of bylaw proposals to start the discussion .....

Purpose – The National Association of College Broadcasters will maintain a faculty/staff advisory board: A) to serve as a liaison with local broadcasters and media professionals, B) to serve as a liaison with regional broadcast trade associations (the national office will be charged with maintaining liaison with the national trade associations), C) to plan the faculty track of the national convention program, D) to work with the Broadcast Education Association in planning NACB related presentations at BEA events, E) to administer regional student contests, F) to provide advice to the NACB executive board and G) to identify other issues important to faculty/staff advisers and the organization.

1. Membership – Seven members (a method should be developed to promote greater regional representation.)

2. Qualifications – Faculty or staff person with advisory and/or management responsibilities from member radio or television operations. Reasonable assurances from member schools and/or departments that committee member will be able to attend national convention during the term of office.

3. Terms of Office – Two year, staggered terms with terms beginning January 1st.

4. Officers – A chair and vice chair, elected at the first meeting in January. The president will work with the NACB executive director to develop meeting agendas, will have regular contact with committee chairs between meetings and will preside at board meetings. The vice chair will serve as acting chair in the absence of the chair.

5. Meetings – The F/S board will meet via conference call at least once per month (September through May) at times and dates to be determined by polling the board membership. Meetings during the summer may be less frequent at the discretion of the board. The NACB executive director will coordinate the conference calls, serve as recording secretary during the meetings, distribute minutes, agendas and support materials via fax or e-mail prior to the meetings and will play a support role during the meetings.

6. Elections – Elections will be conducted by secret ballot at an annual meeting of NACB faculty/staff advisers to be held during the national convention. No later than six weeks prior to the national convention, the faculty/staff advisory board chair will post a notice to the listserv, inviting qualified members to run for a position on the board. The fall magazine will also carry an invitation for qualified faculty/staff advisers to run for board positions. (Regional representation should be a goal here.)

7. Replacement of board members – If a board member fails to fulfill the duties of office, that position may be declared vacant by a majority vote of the remainder of the board members. If a board member misses two consecutive monthly meetings, the remaining members should review the circumstances and may, by majority vote and just cause, declare that board seat vacant. In case of a board vacancy, the board may name another

faculty/staff adviser to fill the vacant seat until the next annual board election. In case of resignation or removal of office of the chair, the vice chair will automatically be named chair, and the board will elect a new vice chair.

8. Liaison to Executive Board – The vice chair will serve as the F/S liaison on the NACB executive board.

9. Committees – The standing committees of the F/S board will be liaison, programs, contests and issues. The board will name individual members of its group to chair each committee. Committee chairs will solicit membership from among the NACB faculty/staff members.

10. Contests – The F/S Board will administer student contests with these objectives:
A) regional contests in the spring with winners of regionals advancing to finals for award presentation at the NACB National (procedure similar to that of RTNDA), B) judges recruited in each region with entries sent out of the region for judging, C) create more categories, splitting news and sports, for example, D) establish a list of judging criteria available to both members and judges, E) produce a winners' reel available for sale to membership after the national convention.

==
Bob Shrader, General Manager
KTSW 89.9 FM
Southwest Texas State University
601 University Drive
San Marcos, TX 78666-4616

Phone: 512-245-3490
Fax: 512-245-3732

Subject: F/S Board Bylaws
Date: Fri, 14 Feb 1997 20:00:58 -0500
From: Joel Willer <tvwiller@alpha.nlu.edu>
Organization: Northeast Louisiana University
To: mccluskey@aardvark.ucs.uoknor.edu, rreino@luzerne.edu, tmeier@endicott.edu, rs10@swt.edu, nacb@brown.edu

Here are my additions to Bob's suggestions for structuring the F/S Board. Some of my ideas are better formed than others; in many cases I can only hope to foster further discussion.

First, a couple of premises on which I have based many of my suggestions:

1. The F/S Board needs a formalized structure to ensure that the E-Board, the national office staff, and the F/S Board itself each clearly understand the role of the F/S Board.
2. This structure/mission should be included in the by-laws of the Association, rather than as a separate document.
3. While the By-laws should be specific enough to give the F/S Board structure, they should also be flexible enough to allow for future growth.
4. The F/S Board is clearly advisory; the E-Board remains the management board of the Association. As such, our action should be to make recommendations for By-law revisions, to be approved by the E-Board.

In looking over the existing by-laws, I was once again surprised when I found something I should have known all along. Article 6 deals with the Executive Committee and Other Committees. No other article deals with committees of any form. I have thought we technically operate as a committee under Article 6. Upon re-reading this section, I discovered that the only recognized committees are designated "from among its (the E-board's) members." Ooops.

My suggestion is to recommend the E-Board amend the bylaws by adding:

6.6 Faculty/Staff Advisory Board. Members of the Faculty/Staff Advisory Board are appointed by the Board of Directors of the Association to facilitate, counsel, guide, and assist the Directors in the conduct of the Association's endeavors.

6.6.1 Purpose. The F/S Board shall advise and support the Board of Directors of the Association; provide an institutional memory for the administration of the Association; promote cooperative efforts between the Association and other national, regional, and state media organizations; and facilitate the continuing education of faculty and staff members associated with student media, the discussion of issues related to advising student media, and other programs to service that community.

6.6.2 General. The F/S Board may adopt such rules and regulations, not inconsistent with the Articles of Incorporation or the By-laws or applicable resolutions of the Board of Directors of the Association, as it may deem proper for the conduct of its meetings and the exercise by it of the authority conferred upon it by the Board of Directors of the Association.

6.6.3 Qualification. A member of the F/S Board shall include any

individual Member, or proxy of a Member station, holding a faculty, administrative, or supervisory position at any educational institution.

6.6.4 Number. The number of members constituting the entire F/S Board shall be five (5).

6.6.5 Term of Office. Each newly selected member of the F/S Board shall take office on the January 1st following his or her selection and shall hold that office for a term of two (2) years, or until his of her earlier death, resignation, or removal. The terms of two (2) members of the F/S Board will commence each even-numbered year; the terms of the remaining three (3) members will commence each odd-numbered year. A member selected to fill a vacancy shall hold office for the unexpired portion of the term to which he or she was named.

6.6.6 Selection. On or before October 1st of each year the F/S Board shall nominate at least one (1) and as many as two (2) people for each upcoming vacant seat on the F/S Board. Members of the F/S Board shall be selected on or before November 1st of each year by a plurality of the Directors of the Association. Vacancies occurring in the F/S Board for any reason may be filled by vote of the majority of the Directors of the Association, to be selected from nominations presented by the remaining members of the F/S Board. Any or all of the members of the F/S Board may be removed for cause by a majority vote of the Directors of the Association.

6.6.7 Officers. The F/S Board shall elect from amongst itself a Chairperson and a Vice-Chairperson. At each meeting of the F/S Board, the Chairperson shall preside except that, in the absence of the Chairperson, the Vice-Chairperson shall perform the duties and exercise the powers of the Chairperson. The person presiding at any such meeting may appoint any person to act as Secretary of the meeting. The Vice-Chairperson will additionally serve as the Liaison from the F/S Board to the Board of Directors of the Association, and may represent the F/S Board at any meeting of the Directors of the Association, but shall not have any voting powers on that board.

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I have proposed to have the F/S Board members appointed by the E-Board 1) in recognition that this is the elected management board of the Association, 2) to avoid another election process, 3) with a check-and-balance by having nominations made by the outgoing F/S Board. I think avoiding an election will also provide more of an opportunity for representation from all geographic regions.

I faked the "Purpose" section because I couldn't find a copy of the mission statement we agreed to earlier this year. Hey, it's Friday.

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I stopped adding sections when I ran out of numbers.

Otherwise, I'm at your mercy. I'll "see" you at the next meeting.

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Joel R. Willer                |       *  )      tvwiller@alpha.nlu.edu
General Manager, KNLU-FM       \     NLU /        http://knlu.nlu.edu
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130 Stubbs Hall                /        \____   Station:  (318) 342-5658
Monroe, Louisiana  71209-8821 \              (  FAX:      (318) 342-5665
------------------------------/______        /--------------------------
                                     \_____/\_\
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Subject:
Date: Wed, 19 Feb 1997 14:38:32 -0600 (CST)
From: <TVWILLER@ALPHA.NLU.EDU>
To: TVWILLER@ALPHA.NLU.EDU
CC: TVWILLER@ALPHA.NLU.EDU

From: SMTP%"NACB@Brown.edu" 19-FEB-1997 08:49:59.26
To: SMTP%"tvwiller@alpha.nlu.edu",SMTP%"mccluskey@aardvark.ucs.uoknor.edu",SMTP%"rrei
CC:
Subj: F/S Agenda for 2/24/97

Return-Path: <NACB@Brown.edu>
Received: from golden.brown.edu by ALPHA.NLU.EDU (MX V4.2 AXP) with SMTP; Wed,
19 Feb 1997 08:49:55 CST
Received: from [128.148.243.31] (bootp-31.nicholson.brown.edu [128.148.243.31])
by golden.brown.edu (8.8.5/8.8.5) with SMTP id JAA06630; Wed, 19 Feb
1997 09:45:46 -0500 (EST)
X-Sender: NACB@postoffice.brown.edu
Message-ID: <v02130503af30978d50af@[128.148.243.31]>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: BINARY
Date: Wed, 19 Feb 1997 09:47:18 -0200
To: tvwiller@alpha.nlu.edu, mccluskey@aardvark.ucs.uoknor.edu,
rreino@luzerne.edu, tmeier@endicott.edu, rs10@swt.edu
From: NACB@Brown.edu (NACB)
Subject: F/S Agenda for 2/24/97
X-MX-Comment: QUOTED-PRINTABLE message automatically decoded

NACB F/S Board Meeting
MONDAY, february 24, 1997 8 PM est.
(Note: This information is provided to members of the Board for their use only. It is to remain confidential.)

I. Call Agenda (subject to change at ED discretion)

1. Call to Order

2. Approval of Agenda/ Previous minutes

3. NACB Office Update

4. Previous Business:
    a. F/S Board Structure
        i. Review suggestions from Bob Scrader, Joel Willer (see attached)
        ii. Additional recommendations discussed

    b. BEA/NAB '97
        i. NACB has requested four passes in addition to the office staff. Two are currently spoken for Ron Reino and Terry Meier. Waiting on status from NAB.

5. New Business:

    a. Spring Membership Campaign
        i. March 15th kick-off. E-Bod phoning students and stations. F/S Board to work with faculty members, communication

departments and professionals.

b. Children's Radio Network Project

i. NACB is working with Dr. Tony Palumbo on a proposal for the Children's Radio Network in the New England region. The Network links student radio stations, faculty advisors, psychology departments, local grade schools and the communities served. It allows student stations to "share the air" and broadcast programming geared towards fostering values and self esteem in children.

ii. Project goals and F/S roles discussed.

6. Next Proposed Meeting date: Monday, March 17th, 1997 8:00 PM EST

II. F/S Board Strcuture Suggestions

A. Submitted by Bob Shrader

Here's a draft of bylaw proposals to start the discussion .....

Purpose – The National Association of College Broadcasters will maintain a faculty/staff advisory board: A) to serve as a liaison with local broadcasters and media professionals, B) to serve as a liaison with regional broadcast trade associations (the national office will be charged with maintaining liaison with the national trade associations), C) to plan the faculty track of the national convention program, D) to work with the Broadcast Education Association in planning NACB related presentations at BEA events, E) to administer regional student contests, F) to provide advice to the NACB executive board and G) to identify other issues important to faculty/staff advisers and the organization.

1. Membership – Seven members (a method should be developed to promote greater regional representation.)

2. Qualifications – Faculty or staff person with advisory and/or management responsibilities from member radio or television operations. Reasonable assurances from member schools and/or departments that committee member will be able to attend national convention during the term of office.

3. Terms of Office – Two year, staggered terms with terms beginning January 1st.

4. Officers – A chair and vice chair, elected at the first meeting in January. The president will work with the NACB executive director to develop meeting agendas, will have regular contact with committee chairs between meetings and will preside at board meetings. The vice chair will serve as acting chair in the absence of the chair.

5. Meetings – The F/S board will meet via conference call at least once per month (September through May) at times and dates to be determined by polling the board membership. Meetings during the summer may be less frequent at the discretion of the board. The NACB executive director will coordinate the conference calls, serve as recording secretary during the meetings, distribute minutes, agendas and support materials via fax or e-mail prior to the meetings and will play a support role during the meetings.

6. Elections – Elections will be conducted by secret ballot at an annual meeting of NACB faculty/staff advisers to be held during the national convention. No later than six weeks prior to the national convention, the faculty/staff advisory board chair will post a notice to the listserv, inviting qualified members to run for a position on the board. The fall magazine will also carry an invitation for qualified faculty/staff advisers to run for board positions. (Regional representation should be a goal

here.)

7. Replacement of board members – If a board member fails to fulfill the duties of office, that position may be declared vacant by a majority vote of the remainder of the board members. If a board member misses two consecutive monthly meetings, the remaining members should review the circumstances and may, by majority vote and just cause, declare that board seat vacant. In case of a board vacancy, the board may name another faculty/staff adviser to fill the vacant seat until the next annual board election. In case of resignation or removal of office of the chair, the vice chair will automatically be named chair, and the board will elect a new vice chair.

8. Liaison to Executive Board – The vice chair will serve as the F/S liaison on the NACB executive board.

9. Committees – The standing committees of the F/S board will be liaison, programs, contests and issues. The board will name individual members of its group to chair each committee. Committee chairs will solicit membership from among the NACB faculty/staff members.

10. Contests – The F/S Board will administer student contests with these objectives:
A) regional contests in the spring with winners of regionals advancing to finals for award presentation at the NACB National (procedure similar to that of RTNDA), B) judges recruited in each region with entries sent out of the region for judging, C) create more categories, splitting news and sports, for example, D) establish a list of judging criteria available to both members and judges, E) produce a winners' reel available for sale to membership after the national convention.

B. Submitted by Joel Willer

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AN INDIVIDUAL SHALL NOT SERVE simultaneously ON BOTH THE E BOARD + F/S BOARD.

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- Objection
to Kelley
by
close of
business
Thurs. -

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Otherwise, I'm at your mercy. I'll see you at the next meeting. -

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National Association of College Broadcasters
71 George Street
Providence, RI 02912-1824
401 863-2225 vox
401 863-2221 fax

Internet: NACB@Brown.edu
AOL: NACB@aol.com
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Subject: F/S MISSION
Date: Tue, 25 Feb 1997 14:54:17 -0200
From: NACB@Brown.edu (NACB)
To: tvwiller@alpha.nlu.edu

F/S Mission Statement

The Mission of the F/S Board should be considered threefold:

i. To ensure NACB's commitment to education and the student pursuit of excellence through active involvement in core member services.

ii. To facilitate NACB's involvement in curricula-based issues such as course design and instruction, tenure and promotion and research.

iii. To develop and follow priorities of NACB's vision; help build both membership and the presence of the organization; assist with fostering relationships between other organizations and individuals with similar goals; assist with solicitation of necessary funding for member-based projects.

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401 863-2225 vox
401 863-2221 fax

Internet: NACB@Brown.edu
AOL: NACB@aol.com
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Subject: F/S By-laws II
Date: Tue, 25 Feb 1997 15:32:51 -0500
From: Joel Willer <tvwiller@alpha.nlu.edu>
Organization: Northeast Louisiana University
To: F/S Board <"mccluskey@aardvark.ucs.uoknor.edu, rreino@luzerne.edu, tmeier@endicott.edu

Since Terry and Ron had to duck out of the meeting last night, we thought we'd give everyone one more chance for input on the By-laws proposal. Below is the complete text, as modified, that we discussed last night. Please review this to make sure you each agree.

Absent any objections, this is the text that will be presented at the next E-Board meeting for approval. If you have any objections, contact Kelley no later than the close of business on Thursday. If we don't hear anything, we'll assume everything's okay.

Don't be timid if you aren't satisfied; we can easily continue the discussion at the next F/S meeting.

For your consideration:

6.6 Faculty/Staff Advisory Board. Members of the Faculty/Staff Advisory Board are appointed by the Board of Directors of the Association to facilitate, counsel, guide, and assist the Directors in the conduct of the Association's endeavors.

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Joel R. Willer               |       *  )      tvwiller@alpha.nlu.edu
General Manager, KNLU-FM      \      NLU /       http://knlu.nlu.edu
Northeast Louisiana University )       /     Direct:   (318) 342-1426
130 Stubbs Hall               /        \____ Station:  (318) 342-5658
Monroe, Louisiana  71209-8821 \             ( FAX:      (318) 342-5665
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Subject:
Date: Thu, 18 Sep 1997 16:06:02 -0200
From: NACB <NACB@BROWN.EDU>
Reply-To: National Association of College Broadcasters <NACB@LISTSERV.SYR.EDU>
To: NACB@LISTSERV.SYR.EDU

NACB is pleased to announce that Laura Nein (pronounced nine) has joined the staff team as NACB's new Member Services Coordinator. Laura is a recent graduate of DePauw University in Greencastle, Indiana, where she was active in the campus radio station, WGRE 91.5 FM as Program Director and DJ. Through WGRE, Laura was able to attend the 1996 NACB National Conference. Now, she is assisting in the coordination of NACB's special 10th Anniversary National Conference in Providence November 13th-16th at the Rhode Island Convention Center.

Laura's position as Member Services Coordinator will allow her to interact regularly with the stations and members of NACB. Not only does she hope to increase the membership base, she is looking to provide new services to all NACB members. If your station has any questions or ideas about NACB member services, feel free to give Laura a call at 401.863.2225. Laura, and all the NACB staff look forward to seeing you at the seeing you at the National Conference. Please be sure to say hello at the registration booth where all NACB staff will be on hand.

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